

# CHEMIST & DRUGGIST

The newsweekly for pharmacy

March 15, 1986

a Benn publication

No Society  
purge against  
PI offenders

Generic Tariff  
price cuts to  
save £10m

NPA warns of  
amendments to  
contract Bill

Why training  
does pay

Nielsen shows  
cash sales up

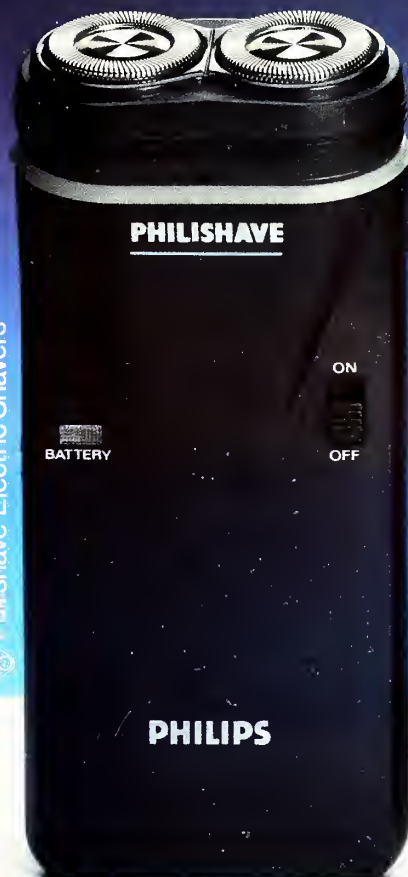
Boots' bargain  
buy puts Farley  
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INSECTICIDES & AIR  
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SPECIAL FEATURE

## PHILIPS



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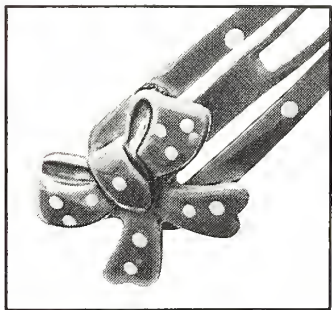
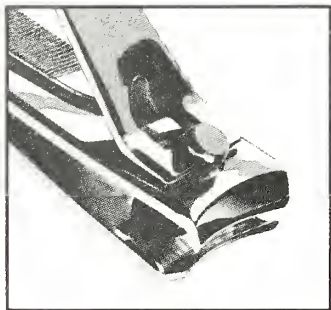
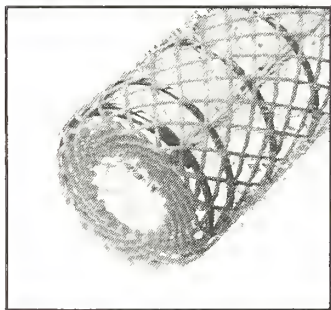
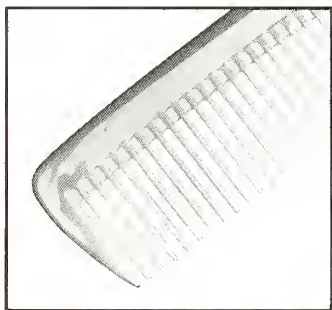
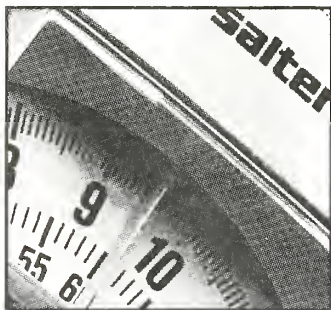
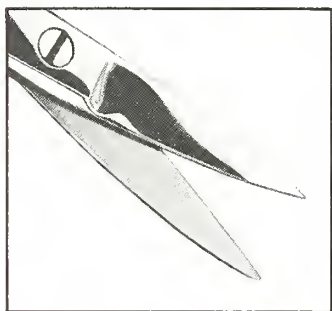
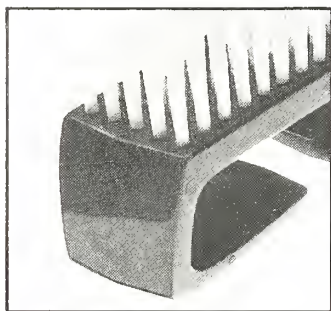
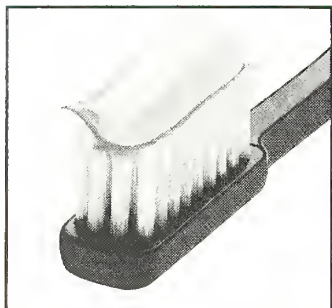
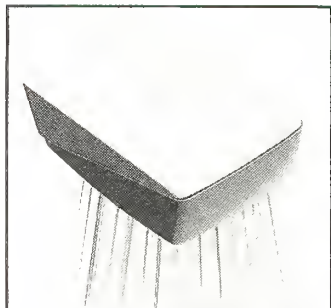
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## COMMENT

If pharmacists had any doubts about the procedures they should employ as professional people acting in a commercial environment after the unequivocal statements about PL(PI)s issued by the Department of Health two weeks ago, then the latest Council statement (p506) should dispel them. Quite simply, the purchase, possession, sale, supply or dispensing of an unlicensed medicinal product ordinarily will be considered by Council to be unprofessional.

As Pharmaceutical Society secretary John Ferguson says, any pharmacists who *want* to know where they stand — both as professionals and as citizens subject to UK law — now do so. Whether or not the matter is so clear in EEC law is doubtful but, as Mr Ferguson told *C&D*: "The time has come to stand up and be counted."

While it is probably true that the various parties affected by



importing have not wished to make public the scale of the business (legal or illegal) for their own reasons, it is nonetheless right for the Society to "make haste slowly" to enforce its statement. The pharmacist until very recently lacked the tools to make any sensible judgment about his status in a parallel import free market economy — the recent statements and the DHSS and *C&D* lists have changed that.

Fast money has been made by some on the assurance of some importers that a successful

acknowledgement of a licence application was just around the corner. DHSS bureaucracy has processed the considerable quantity of paper associated with each application with the thoroughness and speed for which it is renowned!

Now, perhaps, a fresh pharmaceutical pragmatism will pervade the dispensary. After all, the supply of attractively priced medicines for import is finite and could quickly be shut off. Original packs, bar-coded for dispensing to be priced on script via a peel-off manufacturer's label would effectively end this particular entrepreneurial episode. The ABPI set out its proposals for OPD in *C&D* two weeks ago (p397) and last week Unichem spelt out its cost to main-line wholesalers (p452). Let us hope the Government works out quickly where its priorities and the savings lie — and acts, for once.



# No Society purge on PI offenders?

Pharmaceutical Society inspectors will enforce the Council statement on parallel imports (see also p506) on routine visits to pharmacies. But head of the Law Department Gordon Applebe told *Chemist & Druggist* there would be no "blitz" by the 24-strong inspectorate.

Inspectors have been asked by Mr Applebe to report to him any unlicensed medicinal products found in dispensaries and, if possible, to note the import source. He has also asked them to report related infringements such as non-compliance with labelling regulations.

His advice is contained in a letter following the Council statement made at this month's meeting that: "The purchase, possession, sale, supply or dispensing of an unlicensed medicinal product other than in exceptional circumstances, including those specifically permitted by legislation, is considered by Council to be unprofessional conduct, leaving a pharmacist or body corporate open to disciplinary action."

Inspectors would draw the attention of any pharmacist found to have unlicensed product on-shelf to the full statement and, if asked, advise that they return it to the importing wholesaler. He said that, on receipt of his inspector's report, he would ask for written assurance from the pharmacist that the action required to comply with the Council statement had been taken. No further check was likely if such an assurance was given, Mr Applebe said.

"If the pharmacist paid no attention to my written advice then, on a subsequent

visit, the inspector would make a full report with a view to instituting disciplinary action."

Mr John Ferguson, secretary of the Society, says that both the Council statement and that made by the DHSS two weeks ago, that marketing of imports should "not be undertaken in anticipation of a licence being granted", had clarified the position for pharmacists. "No pharmacist who wants to understand the situation in regard to dispensing parallel imported medicines can now be misinformed."

Proprietor pharmacist Ashwin Tanna, who apologised to his fellow Council members at their February meeting for "any embarrassment caused by publishing his campaign against parallel imports in the media," (An interview with Mr Tanna on LBC Radio was reported in *The Standard*, *The Sun* and *The Sunday Times* under banner headlines) said he was delighted Council had taken its stand. He said, personally, he would caution any non-proprietor pharmacist, locum or other pharmacist employee against acting in the face of the Council statement if pressure was applied by their companies.

*The Sunday Times* claimed to have given some impetus to the Council decision in a story on March 9 headed

"Crackdown on drug importing racketeers". It says the Society launched campaign to stamp out the booming illegal trade this week and that "chemists are pocketing £30m a year in excess profits" from a wholesale trade worth £120m.

A spokesman for the Association of Pharmaceutical Importers says he does not agree with the Society's apparent interpretation of the law relating to applications pending for PL(PI)s. So far the Association had made 404 applications: 156 PL(PI)s have been granted and 94 are outstanding 21 months after the launch.

The current DHSS position on PL(PI) applications is: applications received 2,500; applications cleared 1,825; licences granted 900.

The outstanding applications await assessment, but a large proportion of the cannot be determined until information is received from regulatory authorities in other European Community states.

A decision whether to prosecute several drug importers for supplying and selling foreign made medicines which are either unsafe or dangerously labelled is expected within the next two months.

In a Parliamentary answer this week Health Minister Barney Hayhoe said: "The Department is already making investigations: Enforcement, including prosecution where appropriate, is being pursued where there is sufficient evidence to warrant this."

Tory back bench Robert McCrindle who raised the question to Mr Hayhoe, to *C&D*: "My understanding is that some of these imports have not been checked properly as to their chemical make-up and they often do not conform to what is on the doctor's prescription. Often they are wrongly labelled in a foreign language. It is a cause for great concern. I am pressing the DHSS to move as quickly as possible to enforce the regulations and protect the public."

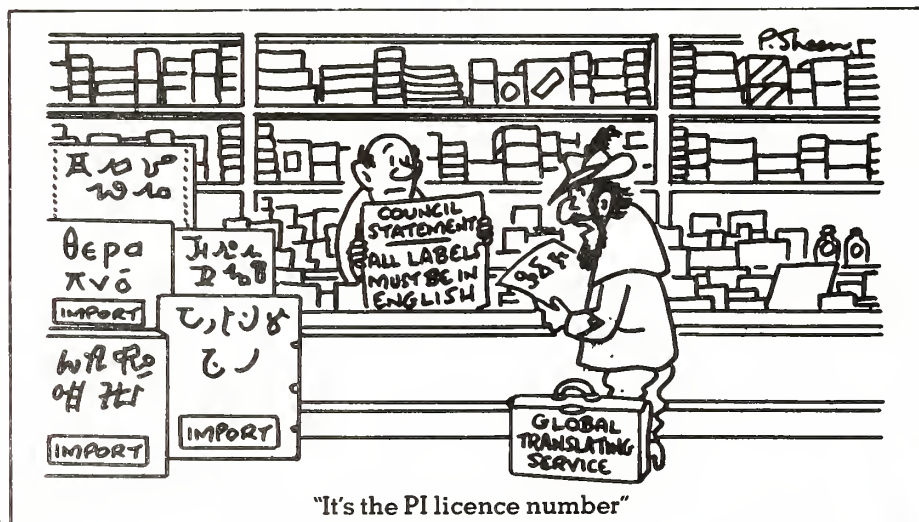
Director of the NPA, Tim Astill, says he welcomes the firm stand taken on PIs by the Society.

## PI licences

M.K. Shah Pharmaceuticals, of 734 Hertford Road, Enfield, Middlesex EN3 6PR, have been granted the following PL(PI)s by the DHSS.

PL/5036/0007 Clinoril 100mg  
PL/5036/0010 Esbatal 10mg

Aeropax (International) Ltd have provided evidence that the product licence PL/4259/0166 they hold is for Dicycne tablets 500mg, not Dicynone, as alleged by manufacturers Delandale. Delandale are taking the matter up with the DHSS.



"It's the PI licence number"

## Imports 10pc of NHS drugs bill?

**Parallel importing could account for 9-10 per cent of the drugs bill when the situation settles down, says Stanley Blum, consultant to the Association of Pharmaceutical Importers. It has reached that level in the Netherlands where importing has gone on for some years.**

There is still, however, widespread disagreement about the current scale of importing. Mr Blum, speaking at Britchem at the National Exhibition Centre last Sunday, estimated that parallel importing accounts for between 3 and 6 per cent of the drugs bill. PSNC's figure is 3 per cent.

Mr Bernard Hardisty, senior division director, Sterling Winthrop, also speaking at Britchem, quoted cash figures of £90m a year (at import prices) calculated on last October/November figures, and said that the current level could be as much as £120m at NHS prices.

Mr Blum condemned the time being taken by the Department of Health to grant licences. API (Supplies) Ltd had applied for 350 licences, he said. "Two were granted within two months, which is reasonable; the rest have taken between

three and 16 months, with an average time of ten months." The large number of automatic refusals and the criteria for refusal had led to the API getting a tribunal to decide whether the DHSS had grounds for refusing PL(P)s. "The results are eagerly awaited," he said.

Mr Blum was wholeheartedly against dealings in unlicensed imports. The API had set up its own disciplinary committee as a regulatory body for its own members, with powers to reprimand and even expel. He said those dealing in unlicensed products should be reported to the Medicines Division.

Mr Hardisty said parallel importing damaged the whole profession. It was damaging to the UK pharmaceutical industry, and negated the effects of the NPA's "Ask your pharmacist" campaign.

Dr Ian Jones, department of Pharmacy, Bradford University, said he was confused over whether last week's statement by the Pharmaceutical Society's Council (p506) meant that dispensing a product that looked subtly different from the UK product would be professional misconduct. Mr David Sharpe, who was chairing the seminar, said he thought that would very much depend on the circumstances. Medicines available from hospitals in the UK were sometimes of a different appearance to that available in the community.

parent, nor to allow him to inform them, that contraceptive advice was being sought; that the young person would be very likely to begin, or to continue having, sexual intercourse with or without contraceptive treatment; that, without contraceptive advice or treatment, the young person's physical or mental health or both would be likely to suffer; that the young person's best interests required him to give contraceptive advice, treatment or both, without parental knowledge or consent.

The revised guidance has been sent to all health authorities and those who provide contraceptive services.

## Premises up six

**The number of premises on the Pharmaceutical Society's Register was up six in February. The total now stands at 11,405.**

In England (excluding London) there were 26 openings with three restorations and 16 closures. Wales gained one, with two additions and one closure. Scotland lost five; two additions and seven deletions. London has four openings and seven closures.

## Generic price cuts in April

**Major cuts in the Drug Tariff prices of certain generic drugs — over 60 per cent in some cases — are to come into operation on April 1. Details are carried at the back of this week's Price List Supplement.**

The cuts are being announced as part of the Pharmaceutical Services Negotiating Committee's new remuneration package, full details of which will be available next week.

A PSNC spokesman this week said the reductions should cut the drugs bill by £10m. He also said the proposed increase in the discount scale had been reduced by 0.5 per cent as a result of the price cuts.

The PSNC has expressed concern recently that heavy price cutting in the generics sector to well below Drug Tariff prices had persuaded the Department of Health that a revision of the discount scale was needed.

Additionally a further 12 generic drugs are being added to Part VIII of the Drug Tariff.

## PSGB after illegal PML suppliers

**The Pharmaceutical Society is looking for definite information so it can track down unregistered merchants supplying animal medicines illegally.**

Deputy head of the Society's law department Alan Davidson told the first annual Animal Health Distributors Association conference that it was grossly unfair that merchants abiding by the rules should have to subsidise those who didn't. "But you need to tell us about these people so that our inspectors can better expend their energies," he said.

Mr Davidson said that the merchants' registration fee only covered the wages of three of the Society's 24 inspectors.

The Society has in the past acted on information received, putting some people out of business and prosecuting others. Any information would be received in total confidence, said Mr Davidson. "We have in the past gone to considerable lengths to disguise where our information has come from."

AHDA chief executive Michael Munro said that if members wished to send him the information he would pass it on to the Society.

## Latest pill advice from DHSS

**The Department of Health has issued revised guidance on contraceptive advice and treatment for the young.**

The guidance takes account of the recent House of Lords decision allowing doctors to provide contraceptive treatment to girls under 16 without their parents' consent. It stresses the importance of involving parents and states that it should be most unusual to provide such advice or treatment without parental knowledge or consent.

It acknowledges that there will be cases where it is not possible to persuade a young person to allow her parents to be involved. In such cases a doctor or other professional would be justified in giving counselling and treatment without parental consent or knowledge, provided he is satisfied that the young person could understand his advice, and had sufficient maturity to understand what was involved in terms of the moral, social and emotional implications; that he could neither persuade the young person to inform the

## Script rise in line with costs

Script charges will rise to £2.20 per item from April 1 to cover the 10 per cent rise in medicines costs over the last year. Health Minister Barney Hayhoe has told MPs.

The four-monthly season tickets will rise to £12.00 and the annual ticket to £33.50. All exemptions remain unchanged. "The 10 per cent increase is exactly in line with the rise in costs of medicines. It is more than the rise in the Retail Price Index because better and often more expensive medicines are being prescribed and patients are benefitting accordingly," Mr Hayhoe said. He added that 75 per cent of prescriptions are exempt from charges anyway and 5 per cent are met by season tickets.

The increase is "more than twice the rate of inflation and that is an increase of 1,000 per cent since 1979," said Frank Dobson, Labour's shadow Health Minister. There was no other common commodity whose price had risen so fast in that period, he said, and he repeated claims from the BMA that the present level of prescription charges deters poorer people from going to the doctor.

Mr Michael Meadowcroft (Lib) contended that Mr Hayhoe's attempt to justify the increase ran counter to the arguments used by the Government when it introduced the limited list. Mr Hayhoe

denied this and said the extra £7m a year which the increases would raise was less than a tenth of the £75m saving expected from the list. The money saved would be used to improve care in other areas.

The Pharmaceutical Society described the increases as a "tax on sickness," in a statement by secretary and registrar, Mr John Ferguson. "The increase will impose additional hardship on patients of low fixed income who do not qualify for exemption from charges. The effect will be to create a still higher barrier between such patients and their treatments."

A spokesman for the PSNC said they were "basically against the increase" and it would not be cost-effective. "Doctors will just prescribe larger quantities, which is something we are already seeing," he said. "There will be more pressure on pharmacists to identify the products which are cheaper OTC."

For the National Pharmaceutical Association, director Mr Tim Astill said: "We think the idea of taxing people because they are sick is abhorrent and totally unjustifiable.

"But if the Government gets to the point where it uses script charges as revenue then exemption categories must be chosen logically. At present they are illogical. The list of chronic ailments available for exemption is irrational. The scheme should be torn up and a fresh start made."

Prime Minister Margaret Thatcher told the Commons this week that prescription charges funded just under 10 per cent of Family Practitioner Services at present and contributed £500m to the NHS.

Following discussion at the last Board meeting (p498) Mr Downing gave C&D these examples of drugs that have been the subject of visualisation errors or, because of poor GP handwriting, have been confused by pharmacists.

Pardale—Priadel  
Ranitidine—Rimactane  
Neosporin—Otosporin  
Danol—Denol—Daonil  
Tagamet—Tegretol  
Tryptophan—Triptafen  
Chlorpromazine—Chlorpropamide  
Carbamazine—Carbimazole  
Anafranil—Aventyl  
Methylidopa—Metformin  
Metronidazole—Metformin  
Mysoline—Mysteclin

Mr Downing says that although the Board had expressed concern at the possibility of transposing labels, personally he did not believe the problem had got worse with the advent of prescription labellers. But he preferred systems where the label was produced first and then the script filled with a check made by a second person. "I'm convinced pharmacists need to both do the final check and hand out the medicine.

## Emergency duty offer thrown out

The Guild of Hospital Pharmacists has formally rejected the management's offer in settlement of the out-of-hours situation. A ballot held among members was conclusively against acceptance.

The move signals the end of negotiations for the moment. The management side of Whitley Council agreed to consider the staff side's counter proposals, but no date has been fixed for a further meeting.

The offer would have added £1,100 to basic grade and £600 to staff salary scales in return for a commitment by all hospital pharmacists to provide emergency cover where required. The Guild considered that only pharmacists doing the work should be paid, regardless of grade. They were concerned about the nature of the "commitment" required.

The ballot of members was 98.1 per cent of those returning forms in favour of rejection of the offer. A further question of support for staff side had a similar result.

## Limitless list

Further changes to the limited list are to come into effect on April 1.

The Advisory Committee on NHS Drugs has recommended that Altacite Plus suspension, Asilone for infants, hydrotalcite suspension 500mg/5ml, hydrotalcite tablets 500mg, lormetazepam capsules 1mg, and oxazepam capsules 30mg be reinstated to the list of drugs available under the NHS following price reductions by their manufacturers. Titalac has been reinstated as a result of the manufacturers' re-formulating their product. The Regulations also add Congesteze paed syrup to the blacklist.

## 125 take up YTS

Some 125 young people to date are to take up Youth Training Scheme places in community pharmacies during 1986-88.

The Manpower Services Commission last week accepted over 500 of the 640 places offered by pharmacy. It is the second year the National Pharmaceutical Association has been involved with the MSC in operating a pharmacy YTS scheme. Training officer Ailsa Benson says "The NPA's working full time to inform members as soon as possible."

## Get every script checked

Some 60 per cent of visualisation errors made by pharmacists when first reading a script could be eliminated if a check was made by a third party.

Visualisation errors — when the word apparently read is unrelated to what is written — occurs when people are working under pressure or scanning text, according to Mr Jim Downing, assistant secretary at the National Pharmaceutical Association.

He says a supermarket checkout girl could easily ring up a packet of sugar instead of flour. The more experienced and confident the operator, the more he or she is likely to err, Mr Downing believes.

He urges all pharmacists to get another person to check a script if they are dispensing alone. "Get anyone to check. It is better than trusting to yourself if you are under pressure."

## Vets must look to the future

**Vets will have to sell more PML products over the next few years if they are to maintain the viability of their profession, says the British Veterinary Association president Brian Hoskin.**

Crystal-ball gazing at the Animal Health Distributors first annual conference on the theme "the next ten years," he said the animal health market was likely to remain static at around £120m a year. Vets' prices to farmers would stay the same for three to five years although farmers are cutting back on vets' bills because of the present economic climate. Advisory packages meant farmers were better informed. More of their animals would be getting the right treatment but it also meant the overall number of doses might decline, said Mr Hoskin.

But he had comforting words for merchants: "You should not feel the pressure of the PML sales by vets too much because of control in the Veterinary Acts," he said. Vets can only sell PML products for animals under their direct supervision.

In response to a later question, Mr Hoskin said there was nothing to stop a vet setting up a merchants business as long as the name of that business did not suggest any connection with his practice.

Mr Hoskin was concerned about the decision to ban hormonal implants, which, he said, flew in the face of all scientific principles. "The goalposts have been changed in the middle of the game, and those who have been successful on the hormone front are now moving into other areas — next on the list are antibiotic growth promoters which are, of course, PML products."

The clean food lobby would also have an increasing impact, with major food and grocery retailers exercising much greater production control, he said. And vet, animal and health distributors must put the issue into perspective, urged Mr Hoskin.

"Our message should be 'There is no need for concern anyway'. The dangers of residues are non-existent provided the products are used properly," said Mr Hoskin.

Earlier, former vice-president of the National Farmers Union Sidney Fawcett told the Solihull conference; "I am not worried whether my animal health products come from a vet, merchant or pharmacy as long as they are safe, of good quality and efficacy; at the right price — as cheap as possible". And he urged vets to become more competitive.

Chemist & Druggist 15 March 1986

## Considering OPDs *et al*

I've only had time for the most cursory view of the article by David Walker of Unichem which discussed in depth the likely impact of full original pack dispensing. I hadn't grasped the implications myself, thinking them to be confined to the various proprietary products we are already familiar with.

It never crossed my mind to consider all the generics becoming part of the scheme, although in my pharmacy we already pre-pack quite a number of things in 30s and 60s to anticipate heavy bursts of dispensing. Having welcomed the concept at first I now ask "Whose idea was this, anyway?" as if hoping to distance myself from what promises to be a wildly extravagant economy.

Without doubt, if it is to be continued as dedicated policy, then the nine suggestions contained in that article have to be adopted as fundamental to its theoretical feasibility, let alone its somewhat speculative success.

## Black eye . . .

In this world of newspapers being "blacked" for a variety of reasons I'm sure it will give the majority of contractors enormous pleasure to join such an action for once, by discarding the threatened third issue of "Professional Eye" in a manner fitting to its contents. Warning! Test the paper first to ensure it disintegrates when wet, as you wouldn't want a blockage, would you?

## Uristable!

A fascinating Data Sheet reached me today. For a product called Urisal, described as: "A mixture of white and yellow granules which dissolve in water with slight effervescence to give an orange-flavoured solution". Contains about 9g sodium citrate in each sachet. Trade price for nine sachets £2.13 — on the NHS.

It rang a bell. I seemed to remember something similar which had given me bad vibes over inadequate trade margins, so I looked up Cymalon, to discover its six sachets cost a trade price of £1.42 — ie exactly the same price, *pro rata*, for what appears to be exactly the same product. However, if we were to dispense Urisal or Cymalon on a private script using the PSGB recommended price, we would get £2.70 for 6, which (exclusive of VAT) is

somewhat different to the recommended retail price of £2.05 including VAT which the manufacturers have set. Without VAT this shows us a net return of 36p.

When I clear the Cymalon I have in stock, I think I might buy a couple of packs of Urisal, to be repacked in sixes to sell at, say, £2.50 so as to give a minimum 50 per cent on cost, for those occasions when there may be some case for recommending such a product.

## Not available on FP10?

I had a script calling for BM Glycemic strips (50) the other day, and had to tell the patient it was not available on the NHS. When he asked why, I replied that I didn't know, although at a guess, because it was too expensive. "How expensive?" I looked it up. Trade price £14.35; retail on a script, say £21.00? Roughly £0.40 per test.

Next question... "Isn't there anything else for testing blood sugar, on the NHS?" So I looked up Dextrostix... £16.39 trade cost for 50 in foil, retail (with VAT) £28.26. Not allowable. What an odd situation.

However, my customer, apart from being a bit miffed because he couldn't get supplies from this handy community pharmacy, was not unduly put out, since he explained: "I can get all I want from the clinic". Without wishing to worry PSNC, isn't it possible to do something about this?

## More or less efficient...?

Lovely to see, officially, that Boots are going to become more efficient by reducing their staff! My local branch has been under pressure for some time, with the manager having lost staff from natural causes, as it were, but not being given the go-ahead for replacements. Their new computer systems appear to be proving a constant delight to those staff left, too. And me!

Other businesses gain from having competitor pharmacies run by accountants with precious little idea of the need for ample staffing and decent stock levels. Such decisions should be left to local management despite what the whizz kids tell the old hands. It all depends, I suppose, on how you see pharmacy. Having worked in companies, and learned a great deal from the older style and standards of Boots, I offer my observations confident they will be ignored to my profit. Yet sorry too.



Many pharmacists fail to make the transition from good professional pharmacists to good professional retailers, says NPA training officer Ailsa Benson.

She talks to *C&D* about the opportunities offered by her department which some NPA members appear to be missing out on.

## Training: a valuable investment

On April 1 the new two-year Youth Training Scheme organised by the National Pharmaceutical Association is scheduled to begin. The scheme is the culmination of months of work and organisation by NPA training officer Ailsa Benson, and her clerical assistant Jean Trim. It also marks recognition by the NPA Board that if community pharmacists are to have any say in national training matters in the future, then they must become involved in the Government's own schemes now.

"For political reasons we need to be involved in YTS. There is no doubt that this Government, and probably others to come, is moving towards standardisation of education and training. If so, it is vital that we have an input, albeit in a small area," says Mrs Benson.

Initially the Board was against YTS involvement because of the extra administrative load on an already stretched department. However, many members wanted to participate and Mrs Benson agrees they have a right to expect the NPA to provide the opportunity. Six hundred members requested places and to date over 500 have been accepted by the Man Power Service Commission. But Mrs Benson is concerned that members should understand what YTS is all about. "It is not a soft option: you must become actively involved in training the young person. You can't just put them out into a shop and leave them to it."

That situation is all too common in retail pharmacy and many pharmacists fail to recognise that they have a responsibility to train their staff. Indeed, it is also reflected in the numbers of people who attend NPA courses. Once a member has attended a

particular course or sent staff on it, that member is likely to do so again on future occasions. But much to Mrs Benson's regret, it is not often enough that "new" pharmacists are coming onto the courses.

There are now 22 courses a year organised by NPA, with 15-20 places on each. Some are sponsored by manufacturers who know that staff can sell effectively only when they know what they are selling. These are product knowledge courses covering topics such as hair care, stoma therapy, skin care, photography. Management and other retail topics have experienced tutors who work to a brief provided by Mrs Benson. All courses should be repeated twice a year, but the NPA is only just getting evidence of this demand.

When Ailsa Benson joined NPA she recognised a "desperate need" for training from her experiences as a customer in pharmacies and as a regular observer. Five years later she finds she still sees the same needs. "If you ask me have I been successful since I started, being a pessimist I'd say no. The people who come on our courses do benefit, but they are such a small proportion. Getting training to those who need it is a never-ending battle."

### Room for improvement

There is no doubt, however, that more people are being trained now. In 1980 NPA sold under 50 of its staff training courses. Last year 200 were sold. Training groups have been set up throughout the country, and holding the main courses in central London has meant easier access. So why do the numbers being trained still fall short of

the need? Some of the blame Mrs Benson lays clearly at the feet of pharmacists.

"Many are afraid of training because they don't always know the facts themselves. If they do have the knowledge, then they assume their staff do too." Mrs Benson is not referring to knowledge of medicines, but to other products commonly stocked by pharmacies — and to selling and merchandising techniques. Yet staff who are adequately trained in product knowledge are an asset to any pharmacy. They can — and should — be given responsibility for the areas the pharmacist often has little time for, leaving him to concentrate on patient counselling, dispensing and running the business.

The NPA staff training course, which the YTS participants will work through, is designed to give some structure to training, and equip an aspiring pharmacy sales assistant with everything she, or he, needs to know. It costs £47.50 and comprises a series of leaflets covering the relevant subjects topic by topic plus an accompanying task sheet to get trainees to apply the knowledge they have acquired. The pharmacist is asked to assess each sheet as it is completed and to send in a set to NPA, where they are assessed by another independent community pharmacist. If they are satisfactory the assistant receives a certificate in recognition of completion.

The course does require the pharmacist to be disciplined — to issue his staff with a timetable and to stick to it — if it is to have any real meaning for the trainee. A task sheet should be marked before the next one is begun, so good work can be approved and the problems identified immediately. Assistants who have completed the course are worth much more to the pharmacist and his business — and Mrs Benson suggests that they should receive some recognition of their new status.

Pharmacists commonly voice two criticisms of training and what it involves. One is the time factor, but Ailsa Benson believes the critics have the wrong idea of what is required. "Training aids and clip boards aren't necessary," she says. "To me, training is a pharmacist saying to his staff: 'Come in ten minutes early tomorrow and I'll talk to you about this new product, what it is, how it works, how it compares with competitors.' It is this day-to-day training — which takes up only 10-15 minutes — that is the most effective. I just don't believe pharmacists can't find that time to talk to their staff."

The second criticism is that training staff is not worth the investment because no sooner have they completed a course than they move on. Rewarding staff with a pay rise or extra responsibility are obvious incentives to stay, but "poaching" of staff is





**Ailsa Benson — NPA's training officer**

a commercial fact of life. "You could say that the NPA poached me and are using my training skills acquired from other organisations. This is not important. It is what that person gave to your business while they were there that matters. You can only look at this short term," says Mrs Benson.

However, she accepts that some members do take a more altruistic and longer term view. They see their investment in training staff as being good for the profession. For example, many pre-registration students are sent on some of the courses, and they are almost inevitably going to move on soon after they qualify.

The general employment situation has reduced movement between jobs, but there is still a high turnover of staff in the first year of employment. Mrs Benson thinks this can be blamed partly on a failure to meet training requirements. "The majority of people want to do a job well; only a minority have no interest. But people don't like doing something of which they feel incapable — which happens when they know nothing about the products they are selling."

The dispensing technicians course is a pet project of Mrs Benson's. A new NPA course began in 1984 and the first intake of students will have completed it this Summer. Of the 126 who started, only 28 have dropped out over the two years.

The course was bought from Boots, but has been substantially rewritten to meet the specific requirements of NPA members. Each year there is a week-long Summer school, at which students can see some of the theory demonstrated in the lab.

The two areas of greatest training need five years ago were product knowledge and retail management. That is still the case, but Mrs Benson finds it encouraging that the most popular NPA course is the two-day management course "Profit from people." However, pharmacists themselves are still reluctant to attend courses and she wishes they would appreciate what a difference attending a course on security, for example could make to their business. This course does not deal with expensive equipment and gadgets, but basic routine procedures. And Mrs Benson reckons that the cost (£70) would be recouped by a pharmacist within a month if he operated these procedures.

Similarly the law course — on which NPA has some difficulty filling places, even though it costs only £30 — covers pharmacy, retail and employment law: "A vast mine field of facts and figures that no-one could be expected to have at their fingertips." Lack of knowledge in this and in security is highlighted by the cases which come up through the Chemist's Defence Association. Mrs Benson feels that some pharmacists wait

**Question:** What do the Ministry of Defence, NPA, and Brentford Nylons have in common?

**Answer:** NPA training officer Ailsa Benson. Mrs Benson took on the post in 1980, after a varied career in personnel and training with the above organisations, the Asda stores group, and ICI. Much of her time has been spent behind a counter, which means she knows exactly what retail work entails. Mrs Benson says she still goes into shops now and automatically begins to tidy shelves as she wanders round!

She holds strong views about the importance of training describing it as one of the growth industries — but is often appalled by how it is conducted in the UK.

When she joined NPA Mrs Benson says she knew little about pharmacies and pharmacists. She spent some time working in NPA members' pharmacies but says her ignorance was an advantage because she could look at the profession more objectively than perhaps another pharmacist would. Does the fact that Mrs Benson decided to study for an Open University degree in psychology, shortly after she became involved with pharmacists, say more than words ever could?

until a problem emerges and fall back on CDA, creating unnecessary hassle and possibly bad publicity for the member and the profession — all for the sake of a cheap one-day course. The low cost of courses acknowledges that pharmacists have to consider the cost of hiring a locum, and compared to similar commercially available ones, they give excellent value for money. They have the added attraction of being designed specifically for pharmacists.

That the NPA is committed to training pharmacy staff and providing the means for pharmacists to acquire other skills, there is no doubt. The YTS scheme, the new dispensing technicians course, and the fact that Mrs Benson is soon to have another assistant, proves it. And despite Mrs Benson's somewhat gloomy appraisal of the situation now, this has more to do with her own high standards and impatience with members who are reluctant to take advantage of what is on offer.

More people are being trained more effectively today than five years ago when the NPA training initiative began in earnest, but there is a long way to go. "To those pharmacists who tell me they do train their staff, I say that is not my experience as a retail pharmacy customer — and that's my measure," she says. And although she describes herself as a pessimist she ends on an optimistic note: "Pharmacists have so much going for them — but they must get themselves equipped and trained to cope with what could be a very exciting future."



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campaign to tell sufferers about this thorough modern and effective remedy which is available directly from Pharmacies.

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## Wellferon

**Manufacturer** The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB

**Description** Vials of a clear colourless solution, each containing 3 mega units ( $3 \times 10^6$ iu) of purified human lymphoblastoid interferon formulated in 1 ml of tris glycine buffered saline with plasma protein factor BP at 1.5mg/ml as a stabiliser. Wellferon is a blend of natural human alpha-interferons obtained from human lymphoblastoid cells. No DNA from the cell substrate or inducing virus can be detected in the final product.

Wellferon resembles human leucocyte interferon in that it is a mixture of natural alpha subtypes

**Indications** Treatment of hairy cell leukaemia

**Dosage Adults:** for remission induction the dose recommended is 3 mega units daily by deep intramuscular injection. The subcutaneous route has also been used successfully and is more convenient for self-administration. Side effects may be less troublesome if the dose is given in the evening. After initial improvement in haematological indices (12-16 weeks), dosage may be reduced to three times a week. Treatment may be required for six months or more to clear hairy cells from the bone marrow. **Children:** no information is available on treatment in children although preliminary evidence shows Wellferon is tolerated in other childhood conditions. **Elderly:** patients may be less tolerant of side effects, particularly those that are cumulative. Following IM injection peak serum levels of 50iu/ml are achieved within 4-8 hours — serum half life is 6-12 hours. Interferon is not detectable in the urine

**Contraindications** Extreme caution is advised in treating patients with concurrent hepatic, renal, cardiovascular or central nervous disease or with a history of mental disturbance. Patients should be warned not to drive a vehicle or operate machinery until tolerance and effect on CNS function has been assessed

**Side effects** Interferon is a highly active moderator of biological events. It can have marked side effects and toxicity. The most frequently reported are fever, chills, headache and malaise. These acute effects can be reduced by concurrent administration of paracetamol and tend to diminish with time. Anorexia, CNS disturbances, hypotension, reduced white blood count (with increased risk of infection), alopecia, nausea, diarrhoea and raised liver enzyme activity may occur. For full details see Data Sheet. Safety in pregnancy not established —

possibly teratogenic. Concurrent administration with CNS drugs can result in unexpectedly severe changes in mental state

**Pharmaceutical precautions** Store 2-8°C. Discard any partly used vials immediately  
**Packs** Vials containing 3mu per ml £18.20  
**Supply Restrictions** Prescription only  
**Issued** March 1986

## Intron A

**Manufacturer** Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk IP28 7AX

**Description** Highly purified sterile, stable, lyophilised formulation of interferon alfa-2b as a white to cream coloured powder. It is a water soluble human protein produced by recombinant DNA techniques with 10 million iu corresponding to 0.06mg of interferon alfa-2b protein. The powder is reconstituted with 1ml water for injections BP prior to injection and is stable for 24 hours at 2-8°C

**Uses** Treatment of hairy cell leukaemia  
**Dosage** Recommended dose is 2 million iu/m<sup>2</sup>, administered subcutaneously three times per week (ie every other day).

Dosage is adjusted according to patients tolerance. Median time to response is approximately one to two months. This regimen should be continued unless disease progresses rapidly or severe intolerance develops. In the case of adverse reactions, dosage should be modified or temporarily discontinued. If disease progresses or persists or recurrent intolerance develops after adjustment, treatment should be discontinued. For accompanying laboratory tests to be carried out during treatment see Data Sheet

**Contra-indications** patients with a history of hypersensitivity to interferon alfa-2b or any of Intron A's components

**Warnings, precautions etc** Adverse cardiovascular effects have been observed which appear to correlate with pre-existing condition, age, prior cardiotoxic therapy as well as Intron A dosage. Hypotension up to two days after treatment may occur. In a few cases CNS effects have been seen at higher dose levels.

Concurrent or previous use of neurotoxic, haemotoxic, or cardiotoxic drugs may increase toxicity of interferon and significant renal dysfunction may require dosage adjustment. Severe bleeding, not clearly related to Intron A, has been observed. Safety in patients under 18 has not been established. Should only be administered to pregnant or nursing mothers if potential benefit outweighs

potential hazard to foetus or infant

**Side effects** Most frequently observed abnormalities include elevated liver function tests, reduction in white blood cell, granulocyte and platelet counts (all reversible). Common adverse effects are "flu-like symptoms," leukopaenia, thrombocytopaenia, and CNS effects — generally dose related.

For full details see Data Sheet

**Packs** vials containing 3 million (£18.91), 5 million (£29.77), 10 million (£58.73) or 30 million iu (£171.30) of interferon alfa-2b per vial with buffering agents and stabiliser

**Supply restrictions** Prescription only  
**Issued** March 1986

## Ramodar tablets

**Manufacturers** Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH

**Description** Round biconvex film coated brown tablets containing etodolac 200mg with Wyeth and 200 printed on one face

**Use** acute or long term use in rheumatoid arthritis

**Dosage** usual effective oral dose is 200mg twice daily; some patients require 600mg daily. Patients may also respond to 400mg or 600mg as a single daily dose. Safety of doses exceeding 600mg daily has not been established. No occurrence of tolerance or tachyphylaxis has been reported. **Elderly** no change in initial dosage required.

**Children** dosage has not been established.

**Contraindications, warnings** Should not be given to patients who have shown previous hypersensitivity, nor in patients with active peptic ulcer disease or history of PUD, nor in patients who experience asthma, rhinitis, or urticaria during therapy with aspirin or other NSAIDs. Not recommended for use during pregnancy, safety during lactation not established.

Precautions as for other NSAIDs, renal or hepatic impairment may alter drug metabolism and these patients receiving long term therapy, especially the elderly, should be monitored for side-effects.

Ramodar is extensively protein-bound, and it may be necessary to modify the dosage of other highly-protein bound drugs. Bilirubin tests may give a false positive due to phenolic metabolites in urine

**Side effects** Generally well tolerated, but include nausea, epigastric pain, diarrhoea, indigestion, heartburn, headaches, dizziness, drowsiness, rash, fatigue.

**Supply restrictions** Prescription only  
**Packs** plastic containers of 60 (£16.80)

**Product licence** PL 0607/0066  
**Issued** February 1986



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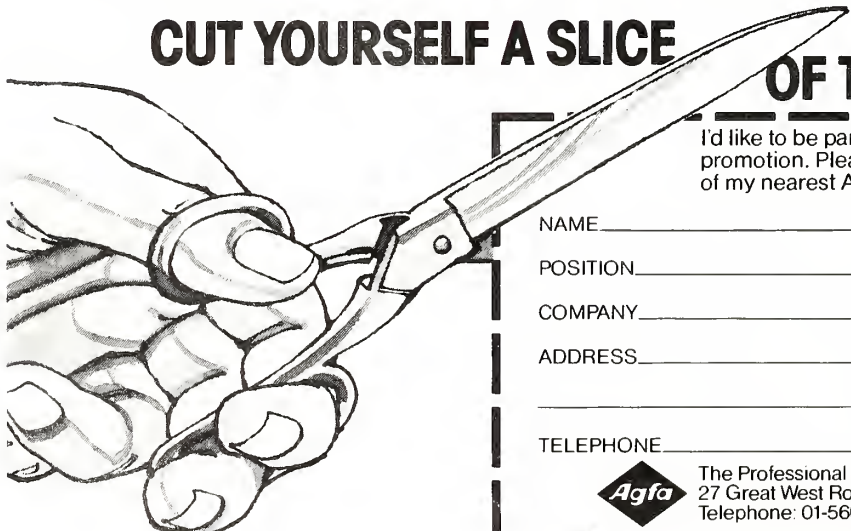
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BIG BONUS VOUCHERS

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## Velosulin for Nordisk infuser

Nordisk-UK and the Wellcome Foundation have been granted licences for Velosulin cartridge, a prefilled insulin reservoir to be used in the Nordisk Infuser (an insulin infusion pump) in the treatment of insulin requiring diabetes by continuous subcutaneous insulin infusion (CSII).

In insulin dependent diabetes conventional treatment can be intensified to improve the degree of control, eg, by giving three or four daily injections of soluble insulin, but this regime is inconvenient. CSII represents semi-automation of treatment and offers appropriate overnight insulin delivery.

The Nordisk Infuser is small (3.9x2.4x0.8in) and light (6oz), yet robust being constructed from alloy. The basal rate can be selected from a flexible range covering 7.5 to 100 units per 24 hours. To cover mealtime demands insulin can be "ordered" manually by the patient using the prandial button. Each press of the button delivers one unit of insulin. For patient security a safety device can prevent accidental overdosage and there are alarms for mechanical circuitry faults.

Velosulin cartridge (available on the Drug Tariff £4.67 per cartridge) is a prefilled glass cartridge containing approximately two weeks supply (5.7ml) of Velosulin neutral insulin injection BP (highly purified pork insulin) 100 iu/ml. The use of Velosulin in CSSI (due to its sodium phosphate buffer) has been shown to reduce the incidence of cannula blockage and ketoacidosis. The cartridge is not reusable and should be stored between 2-8C. Packs which have been frozen or appear cloudy should not be used. The nominal shelf life is one year.

The infusion set consists of a stainless steel wing needle and a special polythene tube. Prices: Nordisk Infuser £630.00; batteries (pack of 2) £3.20; infusion sets (pack of 50) £32.50 (VAT not included). *Nordisk UK Ltd, Highview House, Tattenham Crescent, Epsom Downs, Epsom, Surrey KT18 5QJ and The Wellcome Foundation, Crewe Hall, Crewe, Cheshire CW1 1UB.*

## BRIEFS

**Unigreg** have introduced new flavours and pack sizes for Forceval protein powder. Three new flavours — strawberry, vanilla, and orange — are now available in 150g tins (£4.27). The plain variant also comes in a 150g tin (£3.87), in addition to the 15 sachets and 300g tin. The product is a borderline substance in the Drug Tariff. *Distributors Farillon Ltd, Bryant Avenue, Romford, Essex.*

**Lederfen 300mg tablets** are now available only in calendar packs. The bottles of 100 tablets will be phased out. The new pack contains 84 tablets in four blister strips, to provide a month's supply. *Lederle Laboratories, Fareham Road, Gosport, Hants PO13 0AS.*

**Coloplast** have introduced the Conveen contoured urine bag. It features include a multi-channel principle which distributes the urine in the ten channels and ensures that the bag conforms to the contours of the leg. The 600ml bag (45cm tube, packs of 10, NHS price £20.50) code 5170 is available on FP10. The 200ml bag (90cm tube, pack of 10 £14.00) code 5180, is net. *Coloplast Ltd, Bridge House, Orchard Lane, Huntingdon, Cambs PE18 6QT.*

**GF Dietary Supplies** are introducing Juvela gluten-free fibre mix packed in 16 by 500g, cases (£40.48 trade). The product has been submitted to the Advisory Committee on Borderline Substances. *G.F. Dietary Supplies Ltd, 494 Honeyport Lane, Stanmore, Middx HA7 1JH.*

**Astec Pharmaceuticals** have launched nationally a range of 27 galenicals to complement their generics. The move follows initial success when offered to local customers. Special offers are available. *Astec Pharmaceuticals Ltd, 21a Arthur Drive, Hoo Farm Industrial Estate, Kidderminster, Worcs DY11 1BR.*

**Tegretol liquid:** pharmacists will shortly be receiving supplies of Tegretol liquid in place of Tegretol syrup. There is no change in formulation. The name has been changed because of the absence of sugar in Tegretol liquid. *Geigy Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex RH12 4AB.*

## Clairol range Born again

Clairol have given the Born Blonde range a new look and two new shades.

The packaging has been updated — soft graphics replace the photos on-pack. Each of the ten separate drawings show the colour achieved by following the two step process. Instructions are given on and in the pack. The two new shades to be added are light warm blonde and natural pale blonde.

Details of a national cross coupon promotion will be flashed on Born Blonde lightener. In return for two pack fronts (one of lightener, one of colourant), the consumer will be sent a coupon to redeem a free colourant. *Bristol-Myers Co Ltd, Swakeleys House, Milton Road, Ickenham, Uxbridge UB10 8NS.*

## ON TV NEXT WEEK

GTV Grampian B Border C Central CTV Channel Islands LWT London Weekend C4 Channel 4	U Ulster G Granada A Anglia TSW South West TTV Thames Television Bt TV-am	STV Scotland (central) Y Yorkshire HTV Wales & West TVS South TT Tyne Tees
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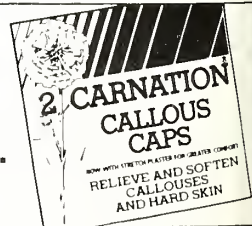
<b>Askit powders:</b>	GTV, STV
<b>Aspro Clear:</b>	STV
<b>Baby Wet Ones:</b>	All areas except C4, B
<b>Benlylin Paediatric:</b>	Y, C
<b>Cow &amp; Gate's baby meals in jars:</b>	TTV, C4 (TTV)
<b>Cymalon:</b>	B
<b>Harpic jet powder:</b>	TVS
<b>Hedex:</b>	TSW, TVS, B
<b>Listerine:</b>	All areas
<b>Loasid:</b>	G
<b>Marigold housegloves:</b>	STV, G, Y, HTV, TSW, TVS, TTV
<b>Peaudouce Babyslips:</b>	B
<b>Propain:</b>	TTV
<b>Recital Performance:</b>	All areas
<b>Sanatogen vitamins:</b>	B
<b>Sapur carpet cleaner:</b>	All areas
<b>Seven Seas:</b>	C4
<b>Sinutab:</b>	All areas

Bayer's offer of 13 as 12 on Sionon diabetic chocolates over the Easter period only applies to the assorted and hazelnut luxury chocolates, not as stated in C&D Feb 22, p343.

# CARNATION

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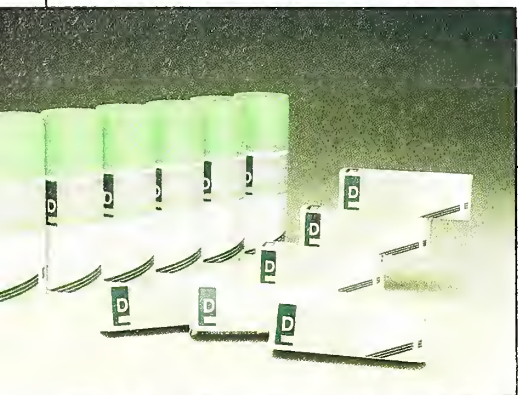


My darling Krystle,  
I've had this fragrance  
created especially for you  
I think it's as beautiful  
and elegant and romantic and  
as warm as you are.  
Everytime you wear it, I  
want you to remember that  
I'll love you forever. *Duke*



Forever  
*Krystle*

The love that lives forever.



Daktarin skin medicines do not have a specific indication on-pack, since it would be difficult for a customer to associate athlete's foot with, for instance, an infection in the groin.

The company puts the antifungals market at around £3.5m and growing by 20 per cent per year, mainly due to the boom in sport and fitness. Daktarin will not be advertised to the public, as Janssen will still be promoting to doctors.

A range of promotional material supports the launch, including show cards, "You can't buy a more effective treatment" patient advice leaflets in a dispenser, and a counter display unit for Daktarin, Sturgeron and Arret. Both cream and powder have a trade price of £1.17 giving 33 per cent profit on return, say Janssen. In addition, the company are offering a bonus deal whereby pharmacists purchasing 12 cream and 12 spray will receive four creams free.

David Mitchell, OTC promotions manager, says that the launch of Daktarin counter packs fulfils Janssen's aim to make available quality pharmacy medicines which provide a good margin for pharmacists. *Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ.*

One of the two new battery models to be launched in 1986 is the HP1222 with a retail price of £14.95. Launched in to the market in April, the model comes with a handy black travelling pouch. The shaver has two Philishave shaving heads.

The third introduction is the battery operated Philishave HP1215 (£12.95) is a shaver which features a built-in mirror in the protective lid of the unit. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

Antigen International Ltd have transferred their operations with immediate effect to *90 Wicks Lane, Formby, Liverpool.*

## Daktarin debut on the counter

Janssen are introducing new counter packs of their antifungal Daktarin (miconazole) — a 15g cream pack (£1.99) and a new 100g spray powder (£1.99). The 2 per cent miconazole nitrate cream is intended for treatment while the 0.16 per cent powder can be used with the cream to treat or on its own as a preventative measure.

Miconazole is effective against a wide range of yeasts, fungi and Gram-positive bacteria. This makes Daktarin effective in treating fungal infections such as *tinea pedis* and *tinea cruris*, as these can often be complicated by super-infection of Gram-positive bacteria, say Janssen.

## Philips go for trim beards

Philips are adding three new models to their Philishave range for 1986, including a special beard trimmer.

The HP2505 beard and moustache trimmer (£19.95) designed to trim beards, moustaches and sideburns neatly and easily. It has a compact stand, comb and cleaning brush. Finished in matt silver and black, the trimmer operates off two penlight batteries.

## Estée Lauder just Beautiful

Estée Lauder are moving away from the overtly sensual note of last year's fragrance with the UK roll-out of Beautiful. The company says Beautiful is totally feminine and truly extrovert and is aimed at the younger woman.

Launched in the United States, France, Belgium and Italy last year, it will be available through pharmacies from September together with a bath product range for Christmas sale. Before then the fragrance will be in department stores from March 17. Advertising will include television colour spreads in the "big five" and women's magazines.

The range comprises: Beautiful Perfume, 7ml (£48), 15ml (£70) and 30ml (£115); eau de parfum spray, 15ml (£20), 75ml (£40), and eau de parfum, 100ml (£45).

The Beautiful shade of pink is available also in polished performance nail lacquer (£5.50) re-nutriv lipstick (£7) and in anniversary compact for tender blusher (£45). *Estée Lauder Cosmetics Ltd, 72 Grosvenor Street, London W1X 6BN.*

## Prevent launch

Agropharm have introduced Prevent personal insecticide and insect repellent (20g, £2.45).

Prevent comes in a mini aerosol, releasing metered amounts of concentrated insecticide (active ingredients pyrethrins and piperonyl butoxide) which can be safely used on the skin, say the makers. POS material will be available from *Agropharm Ltd, Buckingham House, Church Road, Penn, High Wycombe, Bucks HP10 8LN.*

# Propain

LUITPOLD

## What a relief!

Powerful Pain Relief of Migraine, Headache, Muscular Pain, Dental Pain, Period Pain, Feverishness, Colds and 'Flu



Full information on request Luitpold-Werk, Medical & Scientific Office in U.K., Hayes Gate House, 27 Uxbridge Road, Hayes, Middlesex UB4 0JN Telephone 01-561 8774



# NOLVADEX NEWS

# ALL AT TARIFF PRICE



'Nolvadex', 'Nolvadex'-D and 'Nolvadex'-Forte are priced in accordance with the Government's tariff price for tamoxifen, removing any economic argument for not prescribing them. Only these ICI formulations contain ICI tamoxifen, the original tamoxifen and the tamoxifen used in all the major trials.

## QUALITY CONTROL

ICI have 12 years experience of manufacturing tamoxifen, a process in which the very highest standards of quality control are necessary.

## PROTECTIVE PACKAGING

'Nolvadex', 'Nolvadex'-D and 'Nolvadex'-Forte are supplied in opaque, all-foil, blister packs to protect against the risk of handling and degradation due to exposure to light.

**'Nolvadex'**  
ICI tamoxifen

THE ORIGINAL  
TAMOXIFEN  
FROM ICI

**'Nolvadex'-D**  
ICI tamoxifen  
**'Nolvadex'-Forte**  
ICI tamoxifen

### Prescribing Notes

**Use.** Treatment of breast cancer. **Presentation.** 'Nolvadex' tablets containing tamoxifen 10 mg; 'Nolvadex'-D tablets containing tamoxifen 20 mg; 'Nolvadex'-Forte, tablets containing tamoxifen 40 mg. **Dosage.** 20 to 40 mg daily. **Contraindications.** Pregnancy. **Precautions.** Pre-menopausal patients must be examined before treatment to exclude possibility of pregnancy. **Side Effects.** 'Nolvadex' suppresses menstruation in some patients. Side effects include: hot flushes, vaginal bleeding, pruritus vulvae, gastrointestinal intolerance, tumour flare, light headedness, transient falls in platelet count and occasional fluid retention. Rarely observed side effects include: hypercalcaemia on initiation of therapy in

patients with bony metastases; reversible cystic ovarian swelling on doses of 40 mg b.d.; and a few cases of visual disturbance, corneal changes and/or retinopathy, mainly with exceptionally high doses over long periods. Thromboembolic events occur rarely during therapy but these have not been causally related to 'Nolvadex'. **Product licence numbers and daily treatment cost.** (based on packs of 30 tablets) 'Nolvadex' (29/0064): 54p (10 mg b.d.); 'Nolvadex'-D (29/0155): 45p (20 mg o.d.); 'Nolvadex'-Forte (29/0176): 86p (40 mg o.d.). 'Nolvadex' is a trademark. Further information is available from, ICI Pharmaceuticals (UK), Alderley House, Alderley Park, Macclesfield, Cheshire, SK10 4TF



## Fast-Aid back — in plastic

Robinsons of Chesterfield are relaunching their Fast-Aid adhesive plaster range in re-usable crush-proof plastic boxes with "flip-top" lids.

The new range includes assorted packs of 24 fabric plasters (£0.73) and a one



metre dressing strip (£0.83). Waterproof dressing strip and assorted plaster packs (same prices) are also available. The boxes are colour coded and have been

redesigned with a strong chevron and vignette colouring. Fast-Aid stretch fabric strapping designed for home and sporting use, is a new product introduced to coincide with the relaunch. (2.5cm by 1.5m, £0.52). In addition, Robinsons have also introduced pocket-sized plastic wallets containing eight plasters — waterproof or fabric — for £0.35. These are also available in a counter display.

Robinsons business manager Mr Martin says that the relaunch comes in anticipation of the peak buying time for plasters as the holiday season approaches. It also sees some changes to the products themselves, with non-stick medicated pads and each plaster now contained in a simple-to-open "two flap" covering. The fabric plasters are also thinner and are designed not to fray. Each pack has instructions on use and details of the pack contents. He sees the plastic box, made by Robinsons themselves, to be a great advantage. "Plasters are often around for a long time. Cardboard gets crushed, and the plasters fall out," he says.

Robinsons will be supporting the launch below the line to the tune of £100,000 through 1986, says Mr Martin. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*

## Choc offer!

Parfums Pierre Cardin are running a special offer throughout March and April on their fragrance — Choc de Cardin.

The Choc Voyager contains three products from the range — eau de parfum 15ml, soap 40g and talc 50g — plus a free cosmetic bag, all for £6.95. All are presented in the familiar indigo and electric pink Cardin colours. *Parfums Pierre Cardin, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

## Numark offers

During April, Independent Chemists Marketing Ltd will be promoting the following lines:

Nusoft Newborn 20s and Daytime 24s will have a 20p case bonus for retailers and a free consumer offer of a Milupa infant foot sachet in each pack (value £0.15) — these packs will be marked with a flash. The Nusoft toddler 60s will feature a consumer offer of free Nusoft baby powder 100gm (rsp £0.52) in each pack.

Other consumer savings will be available on: Nusoft one way nappy liners; liquid soap pink/green and nail polish remover 200ml; Nucross glucose powder; Nusoft baby orange syrup and Nusoft

press-on regular 20s; press-on regular 10s and mini pads. ICML are offering bonuses on these products.

In addition, buying bonuses are available on Nucross medicated pastilles; methylated spirit; aspirin 50s; soluble aspirin 50; paracetamol 50s; kaolin and morphine 200ml; olive oil 300ml and sodium bicarbonate 100g. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

## Special Touch

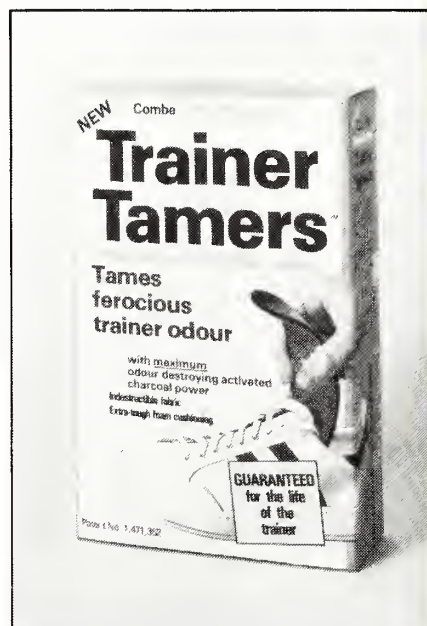
Chesebrough-Pond's are jointly promoting their Gentle Touch range with Kellogg's Special K cereal.

The promotion offers the consumer one free Gentle Touch product, in return for four proofs of purchase from special packets of Kellogg's Special K. The offer will be featured in full colour on around 4.5 million packs and will give the consumer a choice of three 150ml Gentle Touch products — deep cleansing lotion, freshener or light moisturising lotion. The products will be mailed to consumers free of charge. Consumers will also be sent a 25p off voucher redeemable against their next purchase of any Gentle Touch product. *Chesebrough-Pond's Ltd, PO Box 242, Consort House, Victoria Street, Windsor, Berks SL1 1EX.*

## Combe go for Tamer launch

Combe International are backing the national launch of Trainer Tamers odour destroying insoles (£2.29 per pair) with a £500,000 television campaign.

The insoles were introduced into a Tyne Tees test market last year. "Total



category sales were up 50 per cent during the test," says the company. They are said to have twice the odour destroying capacity of regular Odoreaters, and come with a guarantee for the life of the trainers.

Combe salesmen are throughout March and April offering a 10 per cent introductory bonus. And a display unit is available for instore use.

The national television campaign will run throughout the Summer months. Distributed by *Nicholas Kiwi division of Nicholas Laboratories Ltd, 225 Bath Road Slough, Berks SL1 4AU.*

## Just the ticket

Joy-Rides advertising will feature in one million free travel wallets, to be despatched to private travellers with their tickets and holiday details.

The campaign which started this month will run up to the end of August.

Merchandise material and consumer information leaflets are being made available to the trade now. For details of this and bonus terms available see your local Stafford Miller representative. *Stafford-Miller Ltd, The Common, Hatfield, Herts AL10 0NZ.*

*Chemist & Druggist 15 March 1986*

**WOULDN'T YOU PREFER  
TO RECOMMEND A  
SUGAR-FREE PARACETAMOL  
FOR CHILDREN?**



## Eylure tone up chemists

Elancyl toning products are to feature a display competition for chemists, with a total of 14 prizes.

Throughout March and April any



chemist may enter the competition with a minimum purchase of six Elancyl active toning gels, 12 soaps and nine active toning kits.

There is a 10 per cent discount on the parcel, and it comes with display material including a large and a small colour showcard. The display must remain in place for one month. To enter, the chemist must send a photograph of the display to Eylure.

Judging will take place from mid-March until the end of June. There are two first prizes of a portable colour television, one for the North and one for the South. Twelve runners up nationally will win £50 in Elancyl goods at trade prices.

Further details of the competition are available in a leaflet to be sent to 1,500 accounts and distributed by sales representatives in personal calls throughout the period.

Throughout March and April Elancyl body moisturising lotion, normally £4.75, will be available at the promotional price of £3.99. *Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent NP44 3XR.*

## Rubinstein's eyes have it

The Helena Rubinstein Protection Douce range has been extended to include gentle eye treatment (15ml £9.50) for the skin around the eyes.

As with all other products in the Protection Douce range it has an allergenic and fragrance-free formula. *Helena Rubinstein Ltd, Central Avenue, West Molesey, Surrey KT8 0RB.*

## Present for dad

A Fathers' day promotion from Givenchy is offering purchasers of the Monsieur de Givenchy super concentrate (109ml, £22.50), a free gift of 30ml after shave balm. *Parfums Givenchy Ltd, Riverdale Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey KT12 4RG.*

## Schwarzkopf's head start

Throughout the Spring Schwarzkopf will be supporting their haircare brands — Corimist, Affairs and Batiste — with Press and promotional activity.

There will be a 25 per cent extra fill promotion on the 150ml size of Batiste dry shampoo running through March and

April. And during the same period the Corimist "Don't Get It Wet" advertisement will be appearing in ten major womens magazines including *Elle*, *Options*, *Cosmopolitan* and *Womans Own* with a spend of £100,000.

The semi-permanent hair colorant Affairs which, say Schwarzkopf, has gained a brand share of 5.2 per cent since it was launched last August, will also benefit from an advertising spend of £120,000 between March and April. Full colour advertisements will be appearing in 12 major women's interest magazines. *Schwarzkopf Ltd, Penn Road, California Trading Estate, Aylesbury, Bucks.*

## For men — a new Dimensione

Dimensione Uomo is the new fragrance for men from Italian toietries company Ciccarelli, currently being launched in the UK by Dean Warburg Marketing.

Offering a complete body care system for men, the new fragrance is described as a "fresh, aromatic blend of herbs and musky wood." Products in the range include eau de cologne, pre-shave and after shave lotions, shaving foam and cream, deodorant, shampoo, soap, bath and shower gel plus individually wrapped refresher towels.

The dark burgundy and gold packaging gives the collection a classic Italian appeal which is continued through

## A right Royal product

Richards & Appleby have introduced a range of complexion soaps called Royal Sovereign.

Available in natural, soft peach, or rose and almond fragrances, each 75g



tablet is perfumed and stamped with a crest. The paper-wrap is colour coordinated with the soap.

The creamy soaps retail at £0.17 a tablet or three for £0.49 and a display stand is available free subject to minimum order quantities. *Richards & Appleby Ltd, Gerrard Place, Skelmersdale, Lancs.*

## Shades of . . .

New to the Beauty Without Cruelty eye make-up range are six glittering Summer colours. The loose eye-shadow powders, £1.50 each, are unperfumed and lanolin free. The colours comprise: copper shimmer, bronze shimmer, blue sparkle, lilac sparkle, burgundy shimmer and gold shimmer. *Beauty Without Cruelty Ltd, 37 Avebury Avenue, Tonbridge, Kent.*



a range of gift packs including travelling bag, case and gift box. These contain selected products with a combination of razor, shaving brush, pure silk tie and soap dish. *Dean Warburg Marketing Ltd, 16 Saville Row, London W1X 1AE.*

# NOW WITH JUNIOR DISPROL YOU CAN

## Junior Disprol Soluble Tablets

- the only soluble paracetamol tablet for children.
- dissolves completely in water or a favourite drink, with no bitter after-taste.
- convenient, for the older child, but can be used for children over three months.



## Junior Disprol Sugar-free Suspension

- the first sugar-free, non-cariogenic paracetamol suspension.
- pleasant-tasting, banana-flavoured.
- easy to pour; less viscous than traditional suspension.

Remember: when aspirin is considered to be a more appropriate treatment, recommend Junior Disprol tablets. Junior Disprol Suspension and Tablets are recommended for children from 3 months to 12 years.

Each 5ml dose of suspension contains 120mg of paracetamol and is available in a 100ml bottle with child-resistant cap. Each tablet contains 120mg of paracetamol safety-wrapped in foil in cartons of 24 tablets.

**AN EXTENSIVE PROGRAMME OF PROMOTIONAL SUPPORT IS PLANNED IN 1986, INCLUDING SAMPLING VIA HEALTH VISITORS, AND A MAJOR CONSUMER ADVERTISING CAMPAIGN IN WOMEN'S MAGAZINES.**

**JUNIOR  
DISPROL**

— A FIRST STEP TOWARDS SUGAR-FREE MEDICINES.



**Build-up<sup>®</sup>** Carnation  
**stocks.**

**Build-up<sup>®</sup>** Carnation  
**customers.**

**Build-up<sup>®</sup>** Carnation  
**sales.**

**Build-up<sup>®</sup>** Carnation  
**profits.**

**Carnation Build-up** turns half a pint of milk into a delicious satisfying meal. Available in a choice of six appealing flavours.

Recommend **Carnation Build-up** for those who can't

take a normal diet - providing protein, energy, vitamins and minerals to help them through to recovery. Even more welcome when they see any alternative

**Build-up<sup>®</sup>** Carnation

Add milk to make a complete high protein meal



**Carnation Build-up** only from chemists

Carnation Health Co  
36 Park Street,  
Croydon, Surrey CR9





## VO5 brought back to life

Alberto Culver are relaunching VO5 shampoo and conditioner range with the support of a £2m national television campaign, starting in late Spring.

The company is giving the brand "a purer" positioning and say that unnecessary additives are being replaced with a more gentle cleanser and conditioner. New packaging allows the consumer to see the graphics on the back of the pack through the clear liquid.

"The 'pure shine' concept has come about because of the increasing level of consumer concern over unnecessary additives in manufacturers' products" says Phil Smith, marketing manager for VO5.

The consumer's desire to avoid additives is one of the most important movements in today's society".

Five variants of shampoo will be available — green apple for greasy hair, henna for all hair types and jojoba for dry and damaged hair — plus two newcomers — evening primrose for frequently washed hair and ginseng for extra body (125ml, £0.55; 200ml, £0.75 and 300ml, £0.95).

Conditioner variants comprise henna for all hair types, jojoba for dry and damaged hair, camomile for permed and coloured hair and evening primrose for frequent use. All are available in a 150ml size for £0.79. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

## Newborn product

Newborn nappies are the latest addition to the Vantage baby care range. The all-in-one disposables are available in pack sizes of 15 and cases of 18 (£20.30 trade; rsp £1.35 per pack). *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

## Deal on Horizon

Horizon have put together a new film processing package. Chemist customers can now have the choice of matt or glossy finish on 4in supersize prints, backed by Horizon's "24-hour or free" guarantee or a standard 3 by 2in print service and a 48-hour turn round. Easy-to-use envelopes have been designed along with a comprehensive counter information manual. *Horizon Quality Film Service, Dixons Colour Laboratories, Argyle Way, Stevenage, Herts SG1 2AR.*

## Predictor spend

Chefaro are this year spending £300,000 on supporting Predictor Colour. New advertising will appear in *Cosmopolitan, 19, Options, Company, Women's Story, True Story* and *True Romances*. Card advertising on the London Underground will appear in a Spring and Autumn burst. *Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge CB4 4BH.*



## 5 REASONS FOR RECOMMENDING HAYMINE

- Haymine contains chlorpheniramine — which has a proven record as a potent antihistamine to help relieve hayfever suffering.
- Haymine contains ephedrine — which combats the drowsiness associated with chlorpheniramine.
- Ephedrine is a rapid acting decongestant — which helps relieve the nasal symptoms of hayfever.
- Haymine's unique formula is contained in a sustained release base — which offers up to 12 hours relief from 1 tablet.
- Haymine will have a national press campaign running when the pollen count rises — which means your customers will be asking for Haymine.



**RELIEF FROM HAYFEVER**  
with no drowsiness for most people

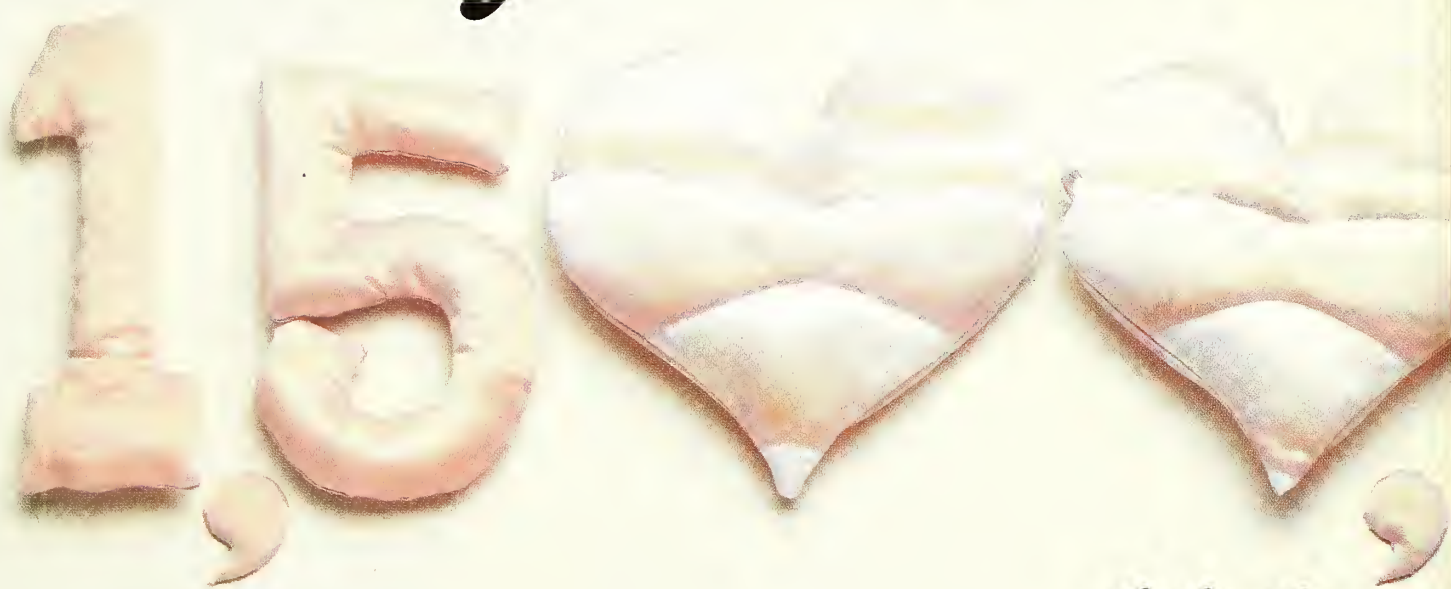


Pharmax HealthCare Limited  
Bexley Kent DA5 1NX  
Telephone (0322) 91321



Chemist  
Brokers

# By next Vale



# women will be

Senselle is a totally new product for women.

A liquid vaginal lubricant that has been specially developed by a gynaecologist to help women who experience vaginal dryness when making love or inserting a tampon.

Vaginal dryness occurs because of changes in hormone level which can be brought on by stress, tiredness, the contraceptive pill, pregnancy, childbirth, the menopause - things women can hardly avoid.

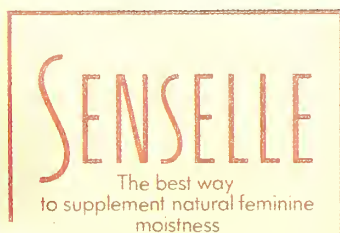
Medical research shows, in fact, that at least 1,500,000 women currently have the condition and that one in four will experience it at some time in their lives.

# entine's Day,

\*



# n love with it.



a potential market of 3,400,000 users.

In April we'll be launching a £250,000 advertising campaign in women's magazines to tell them about Senselle.

It is available in 15ml, 30ml and 60ml sizes (there's an introductory price of 49p on the 15ml trial pack) and is a colourless, odourless liquid that's non-greasy and both easy and safe to use.

You can sell Senselle with confidence. And be confident of selling it.

## SENSELLE

The best way to supplement natural feminine moistness.

Celebrating  
35 years  
of head lice control



They put their heads together...

CARYLDERM  
**CARYLDERM**  
LOTION

the family treatment kit  
for the elimination  
of head lice  
in two hours



free comb

110 ml

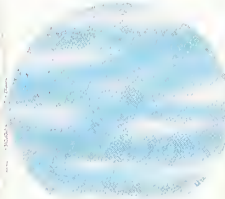
**CARYLDERM**  
LOTION  
for the elimination  
of head lice  
in two hours



110 ml

**PRIODERM**  
LOTION

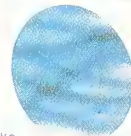
the family treatment kit  
for the elimination  
of head lice  
in two hours



with free comb

110 ml

**PRIODERM**  
LOTION  
for the elimination  
of head lice  
in two hours



110 ml

... so we did, too.

Modern thinking on family head lice control demands immediate, thorough treatment for all, even if only one head is infested.

It's the only way to be certain that infestation and reinfestation through day-to-day head contact is eliminated from the family group.

To help you bring home the point to your customers we've introduced new PRIODERM and CARYLDERM FAMILY TREATMENT KITS with stylish new pack designs for maximum visibility.

Each contains 110ml of 2-hour kill lotion, a nit comb for effective treatment and diagnosis, plus detailed advice and instructions for use.

Family treatment kits are a brand new approach to the problem of head lice, and an excellent opportunity for you to increase sales in this area.

So contact us now for your FREE merchandising starter pack, including a colourful and informative new educational leaflet for your counter.

**PRIODERM**<sup>®</sup>

LOTION, SHAMPOO AND FAMILY  
TREATMENT KIT

**CARYLDERM**<sup>®</sup>

LOTION, SHAMPOO AND FAMILY  
TREATMENT KIT



Napp Laboratories, The Science Park, Cambridge CB4 4BH Member of the Napp Pharmaceutical Group

® Prioderm and Carylderm are registered trade marks © Napp Laboratories Limited 1985

Prioderm Lotion and Shampoo contain Malathion. Carylderm Lotion and Shampoo contain Carbaryl

## Carter Wallace fix up '86

Carter Wallace have announced their 1986 programme which includes an addition to the Nair range, the launch of Arrid Extra Dry solid and a new home pregnancy test. Pearl Drops and Arrid for men are being repackaged along with Discover 2 which has a new formulation.

Nair Bikini and Nair mousse will be launched next month. The bikini variant (£3.95) consists of two types — a hair remover cream and moisturiser containing collagen. It will be advertised on Capital Radio in June and July. The retail price is £2.99 but price marked packs at £1.19 will support the launch. The Nair launch will receive £100,000 Press advertising during

May to September.

The launch of Arrid for men solid will re-inforce the companies presence in the big solid sector. Discover 2 will, from April, have improved monoclonal antibody formulation with a sensitivity of 74 mIU/ml women chronic gonadotrothru (£6.35). The test will give a result on day one of the missed period and Carter Wallace say false positives are also reduced. Discover Colour is planned for later in the year.

Carter Wallace have produced a guide to the first three months of pregnancy — "Discovery". The brands will also be backed by a £250,000 womens Press campaign. Other plans include a repackage of Pearl Drops later in the year, a £200,000 television campaign and a £250,000 womens Press push for Linco Bear shampoo. *Carter Wallace Ltd, Wear Bay Road, Folkestone, Kent.*

## Unichem pick new packs

Unichem are repackaging their own brand analgesic range of aspirin and soluble aspirin in packs of 24 and paracetamol in 24 and 48.

The repackaging will include the introduction of foil packs to prevent penetration by moisture or air until required.

Outer packs have also been redesigned to double the area used for printed dosage instructions which are in easy-to-read, bold type. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

## Harmony change

Elida Gibbs have re-designed Harmony hair colorant to include the Harmony girls on two sides of the triangular packs instead of one.

At the same time the number of shades has been rationalised to include the ten most popular colours in the range. Elida are continuing to support the brand heavily during 1986 with a £1m spend in the women's Press and on radio and posters. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

## Valentino show

Parfums Stern are supporting the Valentino fragrance with an advertising campaign in the second half of the year. Adverts will appear in *Elle, Vogue, Woman's Journal, Harpers & Queen,*

*Chemist & Druggist 15 March 1986*



## Carrington comes to town

Carrington Parfums, a division of Charles of the Ritz, are introducing the second of their Dynasty inspired fragrances this May called Carrington.

The fragrance is described as a "true French fougères with top notes of citrus lemon and orange oils, warmed with French lavender". Susan Denison, vice president, Charles of the Ritz, USA says "Just as Linda Evans/Krystle Carrington played an important role in the launch of Forever Krystle, so we look forward to the personal involvement of John Forsythe to personify the essence of Carrington."

The range consists of cologne (50ml, £9.50; 100ml, £14), cologne spray (50ml, £10; 100ml, £15), after shave (100ml, £11) and after shave balm (50ml, £9). The products are presented in elegant flask-like bottles with fluted sides and gold caps and packaged in cartons of gunmetal bronze and gold. *Carrington Parfums, 51 Charles Street, London W1X 7PA.*

*Tatler and Cosmopolitan.* The company is looking to extend Valentino's distribution base to 150 accounts. *Parfums Stern (UK) Ltd, 36 Jermyn Street, London SW1.*

## More repellent

J. Pickles & Sons have added Mijex super strength liquid (50ml, £2) to their insect repellent range. Available from the middle of April. *J. Pickles & Sons, 62 High Street, Knaresborough, North Yorkshire.*

WHAT'S · NEW · ON · THE · HORIZON?



U V I S T A T

# THE · NEW · RANGE · PRODUCTS · FROM



U V I S

# SUNCARE UVISTAT®



Such is Uvistat's reputation for protection that it is already the No. 2 selling brand in independent pharmacies. With virtually one product! The broad appeal of the new range can only give fresh impetus to sales.

## NEW · PRODUCTS – ADDITIONAL · SALES

Uvistat Sun Screen (SPF 10) has a new, improved formulation. But the bulk of additional sales will come from the two new preparations. Uvistat Sun Cream (SPF 4) encourages a deep tan. Uvistat Aqua (SPF 10) remains water-resistant in the sea.

Even the most ardent sun-worshipper or water baby wants to avoid sunburn. Now that the leading name in protection caters for their needs they will be turning to Uvistat this summer.

DOUBLE · THE · ADVERTISING  
SPF numbers help identify the different products – so does the advertising. Each product has its own advertisement dramatising the particular benefit within the range. More insertions in more magazines – a highly distinctive campaign created to attract new users to the brand.

THE · FORECAST · FOR · PROFITS  
HAS · NEVER · BEEN · BRIGHTER  
New products, new business, more advertising and POS support. Get the details from your representative when he calls, or contact the Uvistat distributor, David Anthony Pharmaceuticals Ltd, Edwards Lane, Speke, Liverpool L24 9E4. Tel: 051 486 7117.

For maximum profits – stock the full range:

Uvistat Sun Screen	(SPF 10)	50g.
Uvistat Sun Screen	(SPF 10)	100g.
Uvistat Sun Cream	(SPF 4)	50g.
Uvistat Sun Cream	(SPF 4)	100g.
Uvistat Aqua	(SPF 10)	85g.
Uvistat-L	(SPF 5)	5g.
Uvicool After Sun Lotion		125g.

# A T®

## WE'RE · AFTER · THE NUMBER · ONE · SPOT

W WINDSOR PHARMACEUTICALS LTD

# NPA predicts changes to contract Bill

**Members of the National Pharmaceutical Association Board have expressed delight that the new contract legislation is going to be tabled but say it could be substantially amended on its way through Parliament.**

As a Government Bill it would undoubtedly receive Royal Assent but the Board appreciated that the passage of the Bill would not necessarily be smooth when it was discussed at the February meeting. The Board decided to support the Pharmaceutical Services Negotiating Committee by lobbying selected MPs and Peers.

Individual Board members had expressed their disgust at the publication of "Professional Eye." It was noted that comments in the pharmaceutical Press had been critical.

**Advertising campaign.** The Board approved the latest version of an anti-smoking advertisement presented by Andrew Carnegie, a director of the NPA's advertising agency. All point-of-sale posters have been "sold" for the whole year, confirming more manufacturers are supporting the campaign.

Members reported that there is still support and enthusiasm for the campaign. However, to obtain more concrete data, it was suggested that a market research questionnaire be sent to a random sample of members, possibly augmented by an independent telephone survey. This would confirm, or otherwise, the willingness of members to continue financing the advertising and could also provide some qualitative indication of the kind of advertising which members might wish to see if it were decided to continue it into 1987. The survey could be used to uncover the attitude of members to various NPA services, as well as their feelings on the new contract and other matters.

**Training groups.** The Manchester training group is to be offered a series of evening training sessions on "communication" next year. Training officer Ailsa Benson also reported that a series of courses for sales assistants is being organised by the Leeds group.

**Youth Training Scheme.** An examination of the budget for the YTS scheme had confirmed that Government funding would not fully cover the costs of training. The Board agreed that members should be charged £12 per week per place to cover

some of the shortfall, as well as to support the Government's intention that employers should accept some financial responsibility for the scheme. It was also decided that all participating members would be required to purchase a copy of the staff training course. Accompanying task sheets would be provided free.

**Agricultural and veterinary courses.** After discussing whether there would be demand for an agricultural and veterinary course, the Board decided that support should be given to Vetchem, particularly in terms of publicity and seminars.

However, several members reported difficulties in obtaining veterinary supplies. Tim Astill, director, confirmed that veterinary ethicals seemed only to be supplied to vets. There had been opportunities for retail pharmacists but by now most of these no longer existed.

**Leaflet distribution.** The NPA had already had several requests for further supplies of family planning leaflets. The DHSS has agreed to provide leaflets on drug abuse for parents for distribution through pharmacies in May and June and to contribute significantly to the costs of media advertising.

**Public Relations.** The NPA's consultancy is hoping to feature a lady proprietor

pharmacist in women's magazines, radio and television programmes. She would be required for interviewing as well as giving background for articles. Arrangements are being made to hold a "focus" meeting with journalists to discuss the Drug Abuse leaflet launch. It will concentrate on drugs and medicines which are more likely to be within the knowledge of pharmacists than such substances as glue and other solvents.

**Pharmaceutical matters.** Many of the present pack inserts were written for doctors or pharmacists and could be incomprehensible to patients. It was suggested that before original pack dispensing became universal decisions should be made about the contents of such inserts.

**Chemists' Defence Association Ltd.** The directors considered reports of all outstanding cases as well as those that had been settled. There was a disquieting number of cases where labels of medicines had been transposed. It was felt that members should be cautioned to review their dispensing procedures so that such mistakes would not occur (see p472). Board members also commented on the number of cases in which similarity of drug names had caused confusion.

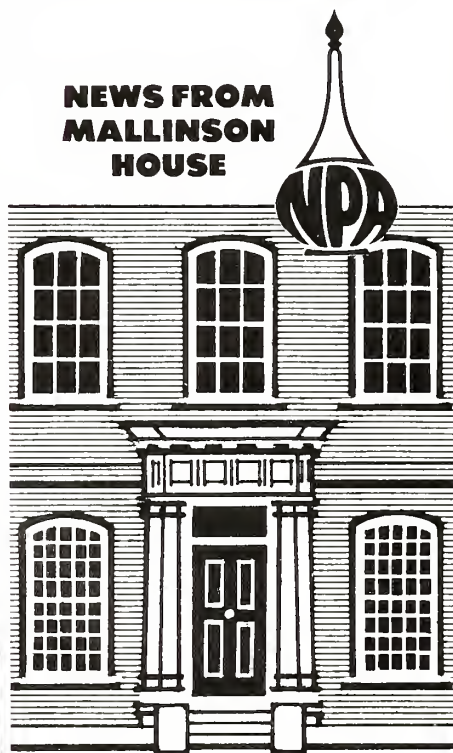
**Business services.** Figures presented to the business services committee showed spending during 1985 had reverted to more normal levels following the expected decline in demand for computer labellers. Expenditure on cash registers and electronic tablet counters had, however, increased five-fold last year compared with 1984 when members had diverted their expenditure into labellers.

Support for special offers on medical reference publications had broken previous records and confirmed how actively community pharmacists are responding to the "Ask your pharmacist" campaign. Also at an all time high are the number of members participating in the NPA discounted private patient schemes and the Access credit card arrangement.

Asked to quantify annual savings to members from using these services, business services manager, John Goulding, said he had calculated the average figure at close to £50 per pharmacy. A typical member, who also used the clearing house, could therefore recoup three-fifths of his annual subscription from these two services alone.

**Coupex.** Usage by members of the coupon redemption service had remained at a high level during 1985 with the values of individual coupons increasing by 15 per cent to give a new average figure per coupon of 26p (compared with 21p in 1984 and only 5p in 1975).

## NEWS FROM MALLINSON HOUSE







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\*See The Consumer and I MCG Packaging  
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Our new national press campaign really brings home the misery of holiday diarrhoea and the tried and trusted relief Enterosan brings.

- Unrivalled support package*

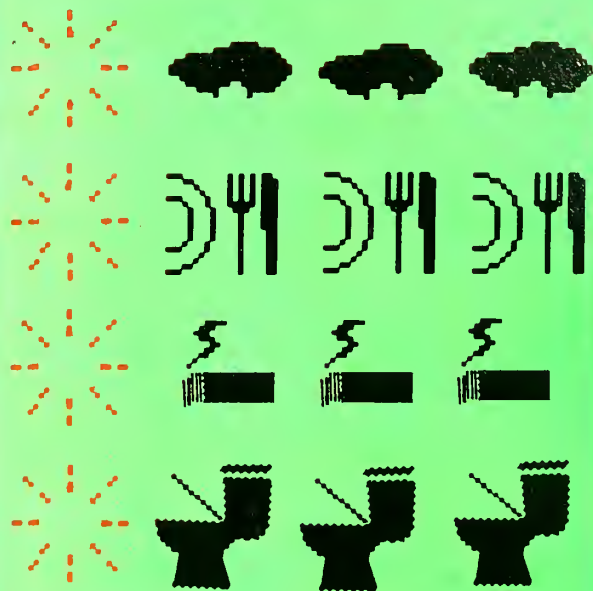
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For more stock, or further information contact the Enterosan distributor: David Anthony Pharmaceuticals Ltd., Edwards Lane, Speke, Liverpool L24 9GH. Tel No: 051 486 7117.

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FRESH FORCE 5



score 196  
bombs left 29

## NOT TO BE SNIFFED AT

**A** certain staleness characterises most household markets — well worn sectors accommodate a few old-established brands. But it's not like that in airfresheners. "The days of the solid green toilet block have been left far behind. Consumers can buy much more than just a pine lavatory smell now," says Reckitt & Coleman marketing manager Andy Weston-Webb.

The marketing men are keen to track down success in a market that's as lucrative as it is sweet-smelling. Its value has doubled in the last five years. Vere Awdrey of Freshaire agrees with Reckitt's Andy Weston-Webb that it's worth around £40m this year — Chesebrough Pond's product development manager Euan Venters thinks £43m and expects it to reach £45m this year.

A push/pull combination has stimulated growth. Heavy consumer advertising has influenced consumers. "It's not that they are more aware of smells these days, just more interested", says Vere Awdrey.

And continuous product launches have expanded the market. "It's a novel household market and the consumer is willing to give new products a try," says Andy Weston-Webb.

With size has come sophistication. Originally most air fresheners were bought to get rid of four smells — the toilet; the smell of cooking; stale tobacco and damp mustiness. "If that's still the consumer's main concern then price is the most important factor," says Vere Awdrey, "but if she is more concerned in looking after her home, then she'll be prepared to pay more than she would for a basic freshener".

### Air fresheners are moving up in the world — sales are still increasing and products are going upmarket.

As in most retail sectors, added value comes with desirability rather than necessity. Quite simply: the customer will pay more for what she wants rather than needs.

Chesebrough Pond's are keen to sniff out this more discerning consumer. The soaps and scents company introduced their first air freshener — or "room fragancer" as they call it — in January. It's a bold launch. At £1.75, Mirair is twice as expensive as its nearest slow-release competitor, Haze's Pomander. But this price is part of the "premium" image the company has set out to create. "Mirair is as different to traditional air fresheners as deodorant is to fine perfume," says marketing manager Roy Gayton. "It's not aimed at covering up malodours — although it does that too — but creating a subtle background fragrance in a room" he says. "What continuous release and aerosols have in common is that they only mask smells, they do not enhance the living environment in any way."

It's not news to Vere Awdrey. Two years ago he told *C&D* that consumers were starting to use air fresheners as home fragrances instead of problem solvers. "The idea of 'ambiance' is one in which 'slow' products will develop — and if it's pleasant enough the price won't matter".

Mirair will have a substantial effect on

market value if it succeeds, says Euan Venters. Andy Weston-Webb agrees but anticipates problems at the brand level for Mirair. "It might work in department stores but not in chemists and grocers." Advertising support is vital for any new airfreshener products he said.

It's a very brand-orientated market where names matter. "The advantage of the Haze and Airwick name is that advertising increases awareness of the whole range," says Andy Weston-Webb.

Haze, Glade and Airwick all have a high marketing profile. The companies have advertised aggressively to build the market — although neither Reckitt (who bought Airwick from Ciba-Geigy in 1985) nor Johnson Wax were prepared to give details of advertising expenditure. "We introduced Airwick Breeze last year and the product is now coming to fruition," says Reckitt. "It got full TV support and a whole new sector was created". Haze followed it up in July with their own vacuum freshener, so that the consumer could choose between smells and products.

Haze value the vacuum freshener market at £2m. Johnson Wax aren't so sure. "They made a dynamic entry but there was poor repeat performance," they say.

Haze put themselves at the top of the aerosols market with a 40 per cent share but Andy Weston-Webb admits that Johnson Wax's Glade Shake 'n' Vac dominates the carpet freshener sector. Cussons agree; "The latest AGB figures give Glade 47 per cent, Haze 18 per cent and our product — 1001 Spring carpet freshener — 13 per

# AIR FRESHENERS

cent," said a company spokesman. "But most of our sales are through grocers and I think this holds true for most brands".

It does, and not just for carpet fresheners. The latest figures from Nielsen put sales through grocers at £25m, with chemists — excluding Boots — at £3½m. "The air freshener market in chemists is slightly disappointing," says Andy Weston-Webb. "Grocers account for about 70-80 per cent of our sales with chemists at 20-25 per cent and the rest from DIY". Reckitt say they are now feeling the benefits of a distribution drive into chemists.

The chemists sector is important for aerosols but not continuous release, say Johnson Wax. "Probably because there are so many slow-release brands competing for limited shelf space."

Vere Awdrey's figures for brand sales in chemists back this up. Haze have a 30 per cent share of aerosols there, with Glade at 20 per cent, Coopers and Wizard 10 per cent each and own brand 30 per cent — reflecting perhaps the fact that aerosols, the immediate answer to the problem, are chosen for price.

The slow-release market in chemists, however, is much more fragmented. Stick-up has 30 per cent, supporting Reckitt's claim that it now occupies an almost impregnable position at the top of the



## Fresh look for Coopers

Coopers are relaunching their **Freshaire** aerosol airfreshener range in a dry formulation. "Consumers tend to prefer the 'dry' airfresheners because they do not mark windows and fabrics — unlike water based aerosols," says Coopers' marketing manager Vere Awdrey. The four new fragrances — highland glen, Spring fair, country garden and an anti-tobacco version — also have new pack designs. *Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

market, with a quarter of overall value and a third of volume. Hideaway has 10 per cent in chemists, Pomander and Max-Fresh 7-8 per cent and Roll-fresh and Glade about five per cent each, says Vere Awdrey.

Johnson Wax suggested that there would be casualties in this sector 12 months ago — in the bland language of accountants there would be a "rationalisation". One of the first to fall by the wayside was Cooper's Colourfresh, withdrawn last September. Paradoxically, given this years' movement up the market it was intended as a premium-priced product, to cash in on the trend away from functional airfresheners. But problems with distribution encouraged us to withdraw and concentrate on aerosols, said Vere Awdrey.

It's a sound strategy in today's air-freshener market. Aerosols are growing more quickly than slow-release at the moment, say Johnson Wax and Reckitt. "Small-space products like 'Tiny Tim' have declined, and there's only been a slight increase in large space solids like Glade solid," say Johnson Wax. They disagree with Reckitt who put the market breakdown at a third each for aerosols and solids, with carpet fresheners at 20 per cent of value and vacuum fresheners 10 per cent. "It's nearer 50 per cent for aerosols, 30 per cent for solids and a combined 20 per cent value share for vacuum and carpet fresheners," they say.

As in all businesses, your viewpoint depends on where you're standing in the market. But one thing's for sure: air fresheners are on the up and up.

## Loo freshener in the papers

The **Astral Nice 'n' Fresh** toilet air freshener (£1.34) will be advertised in the *Sunday Express* from mid-April for a month. The promotion will emphasise the aerosol's new trigger lever which releases a metered amount of lavender cologne, say makers *Cupal Ltd, King Street, Blackburn, Lancs BB2 2DX.*



## Mirair on the air

Chesebrough-Ponds plan to support the new **Mirair** slow release air freshener (£1.75, 80g) with £1m of television advertising during April and May.

Introduced at the beginning of January, Mirair is intended to create a premium sector in the market. It is available in chinchilla, jardiniere and bouquet fragrances and has an alcohol base similar to perfume with a one-piece wick for more efficient release. Advertising will emphasise the subtle fragrance of what the company says is more a "room fragranter" than an air freshener. *Chesebrough-Ponds Ltd, Consort House, Victoria Street, Windsor Berks SLA 1EX.*

## Covering smaller spaces

**Secto** have introduced a kitchen and caravan size fly killer (£1.45). The slow release fly, wasp and insect killer has a lemon fragrance and has been designed for smaller spaces, the makers say. Secto's moth killer unit has been repackaged to link with the mothproofing aerosol's new pack design and formula. The wasp killer aerosol also has a new pack design and formula. *Cupal Ltd, Carlinghurst Road, Blackburn, Lancashire BB2 1PW.*

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## SWATTING UP ON FLIES

Selling insecticides is a bit like marketing medicines — the consumer will only buy if the 'bug' is going around.

"The customer has to see a fly before she thinks about buying an insecticide," says Vapona marketing manager Vere Awdrey.

The problem for this sector of the household market is that for the last two summers, pests haven't proliferated. "Last year was another bad one for insecticides," admits Vere Awdrey. "The weather conditions we need — a damp Spring, warm summer and then damp Autumn, so the flies start breeding again and create next year's market — just never happened. The result — 10 per cent decline in the market."

It's a simple equation: if the flies don't hatch, the market won't grow. Mintel notes it could be worth more than £18m if it had kept pace with inflation. Instead Vere Awdrey puts its value at £12m: Rentokil's Ralph Jones' estimate is £12½m; and Bayers David Sandersen goes the highest with £13m.

But the forecast is brighter for 1986; "It'll be a bumper year for household pests," predicts David Sandersen: "That warm spell last October has led to an insect boom."

Prevention versus cure is an important issue in this market too. It determines the two main product groups — aerosols and slow release products. Although they both compete for the same market, each product is a unique function.

"Aerosols have the advantage for the consumer in that they offer an immediate answer to the problem," says Vere Awdrey. Aerosols can actually be seen to be doing something about the problem, say Mintel. Patience is not a common virtue among those plagued by flies.

Slow release products, on the other hand, involve less effort and can be left and forgotten about. "And they do provide continuous protection throughout the summer," Vere Awdrey says.

The market breakdown shows that consumers prefer a speedy solution to the welcome guests. David Sandersen estimates that 70 per cent of the 12.6 million units sold last year were aerosols. Ralph Jones thinks the split is nearer 65/35 in favour of aerosols.

But there is another reason for the

### Insecticide makers are keeping an anxious eye on the weather — the past two Summers have squeezed the market.

aerosol lead. Some 60 per cent of consumers buy one aerosol a year. Whether they buy two depends on the flies. And the second purchase is more likely to be an aerosol, says Vere Awdrey. The greater cost of the continuous release product, however, means the market is split an even 50/50 by value.

The market tends to be demand led — not only because of the fly factor but because of the high costs of developing new products. New launches are rare. Last year Rentokil entered the market with three ranges — household aerosols, greenhouse and garden aerosols and garden care — but sales in the chemists sector are a bit sticky. "We only have about 5 per cent of sales through chemists," says Ralph Jones.

The other brands stress their continuing commitment to the chemists sector. The Doom range is marketed as 'the independent chemists brand'. "We protect higher margins by not supplying to cut price or grocery outlets," distributors Pharmagen say. Gerhardt Pharmaceuticals, who produce Dethlac insecticidal lacquer and slow release fly killer are spending £22,000 on

advertising which specifies that their products are available from chemists.

Vapona benefitted from television advertising last year. "Advertising for insecticides has the purpose of reminding people to buy a product which is not on their regular shopping list," says Vere Awdrey. And he promises "considerable support" for the range in 1986.

Customer loyalty counts for a lot in this market, says Vere Awdrey. "Insecticides are fairly unpleasant because they kill things and involve handling chemicals in the home. So the consumer wants something from a reputable manufacturer. And once she finds it effective, she sticks with a brand."

His figures for sales in chemists of aerosols and slow release show that the same brands are prominent in both. Coopers are in the lead in aerosols with a 40 per cent share, with Secto at 15 per cent and Mafu (Bayer) and Floret from (Reckitt and Coleman) with 10 per cent each. For slow release he gives Vapona a 70 per cent leading share, with Mafu and Secto at 15 per cent each.

Product knowledge can help chemists selling insecticides, says Carolyn Archer, director of Gerhardt Pharmaceuticals. "One suggestion to chemists on improving their merchandising is to find out exactly how each product works. A good explanation will help sell a product."

The chemicals used in most aerosols are the slightly toxic pyrethroids. Slow release often contain a more toxic dichlorvos. But aerosols, nevertheless, must knock down and kill. "While it is important that the consumer sees the insect fall quickly it is also important that the insect stays down, and is killed. Many cheap fly killers have reasonable knock down — but not all stay down," says David Sandersen.

The Pesticides and Safety Precaution Scheme exists to safeguard standards. Manufacturers and Government co-operate to try to ensure that unsuitable chemicals are not offered for sale and that containers are properly labelled.

Mandatory testing will probably be introduced in 1987 says Vere Awdrey. "It might make new product launches more expensive — but it'll also stop the cowboys".

### Bayer boost Mafu and Autan

Bayer are supporting sales of the five-strong **Mafu** range with POS including shelf strips, consumer leaflets called "a guide to insect problems" and clipboards. Early season orders will also get extra trade discounts. The £½m advertising campaign for the **Autan** range is being supported by a number of special offers to chemists. Free consumer sample sachets in counter dispensers and merchandisers are available for POS and bonus offers will apply on all items in the range. *Bayer UK Ltd, Bayer House, Strawberry Hill, Newbury, Berkshire RG13 1JA.*

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# SCRATCH THE SURFACE

If there's not much hatching in insecticides, skin repellents are landing in force on chemists' shelves.

Simon Horner, managing director of Pickles, responsible for Mijex cream and spray, says that 80 per cent of his sales now go through chemists. Arun Valley Trading Company say sales through chemists of the Jungle brand have grown from 75 per cent to nearer 90 per cent — and it's increasing all the time. And Secto have also recognised the trend. "Between 80 per cent to 90 per cent of our sales go through chemists," said a spokesman.

It's a trend led primarily by the consumer. Says Autan product manager Kendal Gordon: "People do feel confident about making their choice in a pharmacy."

## Chemists matter

Autan is the most prominent brand in the market. Mr Gordon says: "We reckon the whole market is worth about £2.5m and Autan has 40 per cent of that. And because sales are so seasonal, the market is much more important at a certain period of the year than this figure suggests. Boots own-label do a pretty brisk trade and Secto and Mijex are the other strong brands."

But Arun Valley disagree. "Autan is the market leader but I would estimate that we are second with Jungle," said director Tom Lowes. "And we're more attractive to chemists because of our price — we cost more, but we offer twice the profitability."

Arun's marketing is very much targeted to reinforce sales through chemists. "Our advertisements and public relations are geared towards exclusive availability through registered pharmacists," confirmed Mr Lowes.

Though smaller than the insecticide market, the skin repellents market continues to throw up new products. Secto brought out

## Insect bite repellents — it's a small sector that's buzzing with activity...



## Simpler sachets

Shoo Laboratories are introducing insect repellent wipes in March. "The wipes are the first of their kind — tissues impregnated with insect repellent," say the makers. The sachets come in boxes of ten (£1.59). "Our research shows that nine out of ten women prefer to apply repellent in this way, using tissues. It is much simpler and less messy to put on young children and babies," says director A.P. Cumming. Scottish distribution is being handled by Shoo Laboratories Woodside Labs, Blairmore, Argyll, all other areas by Torbet Laboratories Ltd, Boughton Lane, Maidstone, Kent ME15 9QQ.

their Combat bite repellent in a stick format at the end of September. Arun are bringing out Jungle Gel at the end of March, and Shoo have just introduced their insect wipes.

They all agree that the market is getting more competitive. "Things are toughening up — new people are coming in all the time," says Simon Horner. "You have to bring in new products so that the market is always widening," said a Secto spokesman.

Meanwhile Autan are to step up consumer advertising. Explained Mr Gordon, "We did a very successful test in Yorkshire last year, and sales showed a big increase."

They plan to spend £1/2m this Summer on television advertising in six major regions.

## Scottish success

If the seasonal factor wasn't enough, the market also shows a strong regional variation. "Anywhere near water — like the Lake District or the West of Scotland — shows a markedly increased demand," says Simon Horner.

A.P. Cumming, whose Argyll factory produces Shoo, has benefitted from Scottish nationalism, it seems. Scots prefer a product made north of the border.

The Shoo formula was originally devised by Mr Cumming's uncle, a chemistry professor, for suffering soldiers during World War II who knew it as "Dimp."

But Shoo has been achieving a higher profile recently. "I've been featured in the *Sunday Post*, and on four radio programmes as well as being recommended by the *Irish Times*," says Mr Cumming.

"Turnover is up 27 per cent and we're now spreading sales to the rest of the country and abroad too — to anywhere where there are mosquitoes. Hopefully that means our seven full-time workers will get work all the year around."

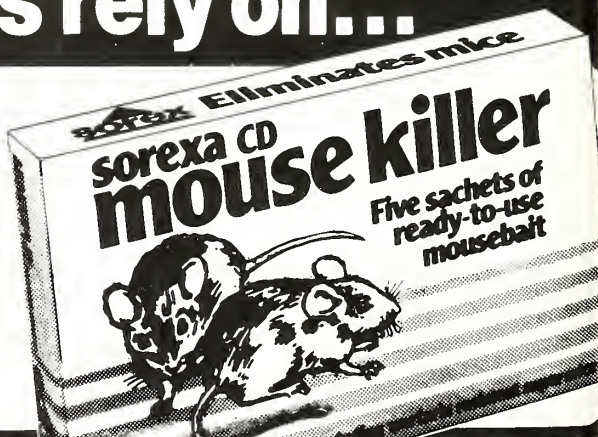
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Date of Birth      /      /19 \_\_\_\_\_

Occupation \_\_\_\_\_

Are you working in a job without a pension?  
(tick box)

Yes  No

How much could you invest each month? £ \_\_\_\_\_

# Council warns against script 'touting'

**The Pharmaceutical Society's Council agreed at this month's meeting a statement concerning the direction of prescriptions.**

The statement is "Pharmacists should not canvass or offer an inducement for prescriptions nor be involved in any form of direction to a particular pharmacy which denies patients their freedom of choice". The Ethics Committee recommended that the statement be issued, after considering a number of practices which it considered either acceptable or unacceptable.

Examples of acceptable practices include: collection and delivery services "approved" by the Family Practitioner Committee, after the Society's criteria have been met; emergency supplies made at the request of a medical practitioner, in accordance with the requirements for Exemptions for Emergency Sale or Supply of the Medicines (Products Other Than Veterinary Drugs) (Prescription Only) Order 1983; all forms of direction by request of the patient, where the patient has freedom of choice, particularly important with repeat prescriptions; a pharmacy servicing a private hospital or nursing home by agreement between the parties concerned and where the initial approach was from the health authority, hospital or home; a pharmacy within a health centre or group practice, although the patient should be able to choose whether or not to have his prescription dispensed by the health centre pharmacy.

**Section 66 Regulations.** Following a recent meeting with the Department of Health, the Society will be represented on a working group to discuss Section 66 of the Medicines Act. The Society representatives will be the vice-president, the secretary and registrar and the head of the law department.

**Amended FP10s.** The situation regarding payment for amended or rewritten forms FP10 has been clarified with the Pharmaceutical Services Negotiating Committee. It appears that the Prescription Pricing Authority will not accept back for payment an amended or rewritten prescription for an item which it has previously disallowed. The ruling does not apply to prescriptions which are amended or rewritten prior to their initial submission to the PPA.

**OTC hydrocortisone.** The Science Committee agreed that when hydrocortisone preparations become

available for pharmacy sale in a few months' time, pharmacists should have information to assist them to counter any excessive marketing claims, should this prove to be necessary.

**Postgraduate education.** Council considered the final report of the Society's research project to determine priorities for the postgraduate education of pharmacists. There had only been time and resources for the project to deal with the needs of community pharmacists. The Council will be referring the project's recommendations on subject based and competence based aspects of continuing education, to postgraduate course organisers and to the Society's new education and training section.

Action has been initiated on investigating a competency based approach within preregistration experience; on the establishment of an education section within the Society; and to assess the value of problem-orientated distance teaching material to pharmacy practice in a Society research project.

The result of that project would be awaited by the Council before considering the proposal that financial support should be available from the Department of Health and the Society for courses and materials which satisfy the criteria in the report.

**Hospital salaries.** The president wrote last October to the Department of Health expressing the Council's serious concern over the problem of recruitment to grade 1 in the hospital pharmaceutical service, and asking for a new and comprehensive review of the scope and structure of the service. Meanwhile, action was essential, the president added, to tackle the problem of recruitment to grade 1.

The secretary and registrar reported that a reply to the letter had been received, dated February 14. The letter said that the Whitely Council management side had offered significant increases in pay for the basic and staff grades, designed to alleviate the problems of restructuring the grading system with a view to making the career pattern more attractive. The management side did not believe it was the right time for a new and comprehensive national review of the service. The issues to which the president had referred would be kept in mind in future discussions.

Mr R.M. Timson said that the letter was inaccurate in that the offer mentioned had strings attached. A ballot of the Guild of

## Imported medicines

The purchase, possession, sale supply or dispensing of an unlicensed medicinal product other than in exceptional circumstances including those specifically permitted by legislation, is considered by the Council to be unprofessional conduct, leaving a pharmacist or body corporate open to disciplinary action.

1. All medicinal products for which a Product Licence or a PL(PI) have been granted, must be labelled by the supplier with the UK Product Licence number on each pack. Pharmacists should decline to accept from a supplier medicinal products that are not so labelled.

2. As stressed in the Council Statement issued in March, 1984, pharmacists must ensure that when a medicinal product is dispensed or sold all relevant information, whether on labels, package inserts or on the container itself, is written in the English language.

3. Rule 1 of the Code of Ethics and Paragraph 1.1(iii) in the Guidance Notes which accompany the Code make it clear that a pharmacist's prime concern shall be for the welfare of the members of the public he serves. A pharmacist should not purchase, sell or supply any medicinal product where there is any reason to doubt the safety or quality.

Pharmacists must satisfy themselves that the supplier and the source of medicines they purchase are reputable and that the quality of the product is such that the safety and health of the patient will be assured.

Any breach of these principles will be considered by the Council to constitute unprofessional conduct.

Hospital Pharmacists' membership had shown 98.1 per cent of respondents to be against the offer. The response rate had been one of the highest ever. He suggested that the Society would have to reconsider the position in April and decide what help it could give to hospital pharmacists.

**More effective prescribing.** A meeting to discuss the constructive ideas that emerged from the Department of Health's September 1985 conference, on more effective and economic prescribing and to agree how to proceed, was to be held on March 6 under the auspices of the Department of Health. The Society was to be represented by the Practice Committee chairman (Dr H. Maddock) and Mr Ainley Wade (general editor, Society's scientific publications).

**OPD forum.** The Practice Committee agreed that the original pack dispensing forum, set up by the ABPI, which had last met in June, 1985, should not be reconvened at present but later in the year and to include wholesalers' representatives.

It was agreed that a meeting would be held between representatives of the Hospital Pharmacists Group Committee and the members of the Society's working party on original pack dispensing and Mr J. Sharp (OPD project manager, ABPI) to discuss progress generally and the needs of hospitals in particular.

**NPA to use symbol.** The National Pharmaceutical Association is to be permitted to supply to its members panels depicting the Society's corporate identity symbol to replace existing panels on their illuminated external signs, through an arrangement with Oldham Claudgen. The Council also agreed that, other than with



the express consent of the Society, no alteration or adaption should be permitted to the signs currently produced under contract by Oldham Claudgen.

**Steroid cards.** The Department of Health will not be changing the colouring of its steroid treatment cards despite the Council's suggestion that the cards should be more distinctly coloured and thus more easily read. The Department said that there was little evidence of difficulties or problems experienced by hospital staff or patients in recognising the cards, and that a change in design might even result in failure to recognise them immediately.

**Adverse reaction reporting.** The Society is writing to the Committee on Safety of Medicines to express disappointment at the CSM's rejection of the proposals that the community pharmacists should be involved in reporting adverse reactions. However, the letter will express pleasure at the CSM's recommendation that health authorities should encourage the role of hospital pharmacists in identifying adverse drug reactions.

**Privy Council nominees.** The secretary and registrar reported that he had received formal notification from the Privy Council office of the reappointment of Mrs Margaret Puxon, QC, and Professor Stephen Smith as Privy Council nominee members of Council for four years.

Photo micrographs of neuronal cell culture and apparatus for stimulating and recording from oö-cytes on display at London University's School of Pharmacy 144th Founders' Day last week. The Dean, Dr Frank Fish reminded the secretary of the University Grants Committee who attended the function, that the reward for excellence should be an escape from the worst of the budget cuts, set at 2 per cent overall compounded for five years. He was at pains to set out the School's excellent academic and research record

## Pharmacy on the brink

In an article published in the *Pharmaceutical Journal* last week, Dr Hopkin Maddock, immediate past-president of the Pharmaceutical Society, provides the most damning indictment yet of the proposed new NHS contract.

He demonstrates with cold statistics that under the new arrangements money will be taken away from long-serving small contractors, in order to reward and legitimise leapfroggers. He then goes on to prove that no leapfroggers will be forced to close, by excluding from the total of vulnerable pharmacies those that do not receive BPA.

Dr Maddock has grossly underestimated the number of pharmacies in danger, because his calculation is based on figures a year old. Since then, at least another 344 pharmacies have opened up, pushing many more long-established businesses to the brink of the precipice over which the new contract will tip them. And with at least six months until the contract comes into force, we can, no doubt, look forward to a further 200 or 300 openings. This will force to the edge of non-viability even more pharmacists whose only crime has been to have served the public and the NHS for many years, but not to have businesses big enough to withstand having a large percentage of their NHS income poached from them.

For years the Pharmaceutical Society has been saying that it is powerless to prevent leapfrogging, and the PSNC that it has been unable to persuade the Government to deter it. But their recent actions have shown that they do have the will and the ability to eliminate the small, long-serving contractor, and let

leapfroggers prosper. And when the Government shied away from implementing these measures, the Society and the PSNC suddenly found that they could, after all, put on the pressure.

Dr Maddock, through a deliberate misinterpretation of my reply to his previous article, accuses me of sitting on my backside while he has been working to improve the status of our profession. If sitting on my backside has spared me from having presided over the financial ruin of hundreds, perhaps thousands, of decent, long-serving pharmacists so that a similar number of opportunist interlopers can flourish, then I am glad to have done so. And should I ever find myself in a similar position of power I pray I shall avoid an attitude of self-righteous complacency.

**Alan Nathan**  
London N21.

## Vandals

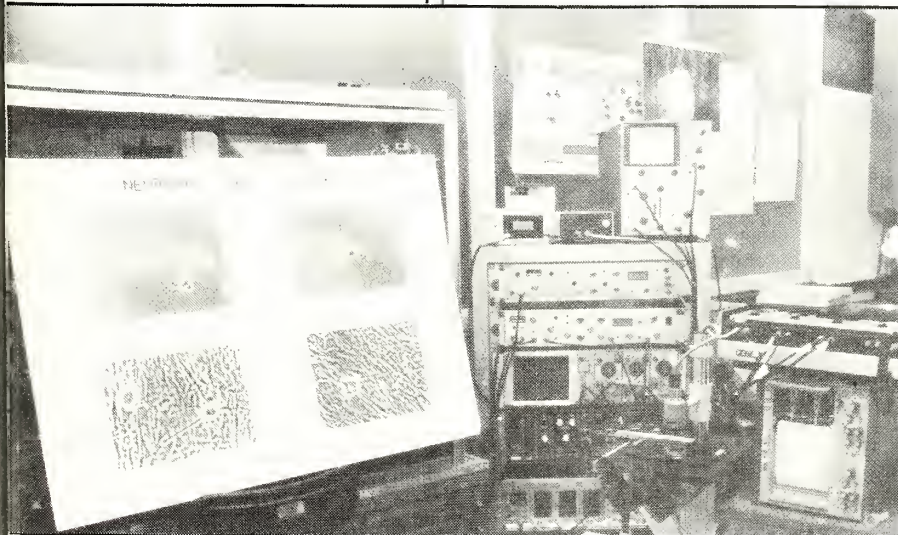
May I through your pages relate an unfortunate and ugly experience which happened in my pharmacy this year.

My business is in a small market town which has its market on Friday and is common with many other similar towns the pubs are open all day until about 4pm. About 4.45pm two obviously drunk young men in their late teens or early twenties came into the shop and demanded codeine linctus. I did not feel that they were fit people to have the linctus as, in addition to being drunk, they were in my view high on drugs. The lady assistant said she was sorry but we were out of stock. One of the men then started to smash up the shop and when I tried to call the police came round the counter and into the dispensary knocking the phone out of my hand. I tried to reason with him and he proceeded to hit me a few times.

When my wife came to my assistance she was knocked over and sustained a cut hand and nose and bruised ribs and knees. When they realised that my wife was on the floor they left, smashing the glass in my front door as they went. The whole incident was senseless and futile, but this is not the first time I have been asked for codeine linctus by youngsters high on drugs and probably not the last. My wife and I are slowly recovering from our bodily injuries but those to our morale will take a lot longer.

I am 55 and not in first class health. I now have one object in mind and that is to leave it all behind and retire. I wonder if my fellow man is worth serving in the way we in pharmacy do and whether the drugs problem is not already out of control.

**J. Purslow**  
Downharm Market.



## RDC workload goes up in second year

**There was a significant increase in the Rural Dispensing Committee's workload during its second year.**

The number of applications to provide pharmaceutical services increased by 43 per cent, bringing the total to 129 for the year ended March 31, 1985. According to the RDC's second annual report, published this week, the increase was partly explained by the fact that comparatively few applications were received at the start of the first year and a growing number came from doctors wishing to tidy up existing dispensing arrangements in their practice area.

As in the first year, by far the most applications (93) came from doctors, with 18 brought forward from the previous year. Of this total, 62 were granted in full, two were granted in part only, 20 were refused and the remainder were still to be decided at the end of the year. Nineteen appeals were lodged with the Secretary of State who upheld the Committee's decision in 11 cases and reversed its decision to refuse outline consent in one; a decision had still to be notified on the remaining seven.

The RDC received 13 applications from pharmacists and five were brought forward from the previous year. Ten were granted, four refused, two withdrawn and two remained to be decided. Twelve appeals (on ten grants and two refusals) were lodged with the Secretary of State, who upheld the decision in nine cases and reversed one decision to refuse preliminary consent; the two remaining had yet to be decided.

## Interferon for leukaemia

Both the Wellcome Foundation and Kirby Warrick have been granted product licences for interferon products for the treatment of hairy cell leukaemia.

Wellferon is a mixture of at least 17 natural human alpha interferons derived from viral induced lymphoblastoid cells.

Kirby Warrick are marketing parent company Schering's brand, an alpha 2b interferon of over 98 per cent purity produced by recombinant DNA technology. It has been available in Eire since last April for several cancer indications.

Both products are licensed for the

The report comments that there were some "difficult and contentious" cases but none were specified by name. The RDC is currently considering how best to measure the impact the decisions have had on the provision of general medical and pharmaceutical services in the areas involved.

The number of notifications of FPC decisions on rurality increased by over 50 per cent and the number of appeals to the Committee against those decisions doubled. The total number of notifications received was 57, plus six brought forward from the previous year; 43 required no action and of the 18 appeals from local medical or pharmaceutical committees seven were refused, one upheld and ten were yet to be determined.

The RDC found that the range and quality of evidence supporting the applications varied considerably, so has prepared a checklist of the information required which is being circulated to FPCs for guidance. Occasionally FPCs have failed to notify all the GPs and pharmacists who might be affected by an application to provide pharmaceutical services. The report stresses it is crucial that all affected parties be given the chance to comment and asks FPCs to pay particular attention to this statutory requirement.

In a forward to the report, chairman Sir Alan Marre comments on the difficulties doctors and pharmacists face if decisions are delayed. The RDC has tried to speed up its own procedures but the period of uncertainty is inevitably extended when an appeal is made to the Secretary of State over an RDC decision. "I know that some time is needed for consideration of these appeals but I must underline the importance of keeping this further period to the minimum possible", says Sir Alan.

treatment of hairy cell leukemia, a rare form of leukemia whose name derives from the "mop"-like projections on the abnormal cells. The incidence is about 2 per cent of leukemias, affecting men more than women and occurring in the middle-aged and elderly.

Clinical trials are also being undertaken to evaluate interferon in a number of other conditions, including chronic active hepatitis B, juvenile laryngeal papilloma, genital warts and skin warts. It has some effects in non-Hodgkins lymphoma, Kaposi's sarcoma and bladder cancer.

Used alone it is not effective in lung or colon cancer but may eventually prove useful combined with other treatments such as gamma interferon, radiation or chemotherapy.

## No PSGB view on Minus-cal yet

**The Pharmaceutical Society has yet to make pronouncements on the sale of Minus-cal and Boots have not distributed the product to its branches.**

Both organisations are mentioned in a letter sent to pharmacies by Ethicare Ltd, distributors of Minus-cal, in which it is intimated that neither has taken an adverse position on the product. Although that was true at the time of writing, both had the matter under consideration and had yet to come to a decision.

Now the Society has let it be known it is collecting scientific evidence about Minus-cal, though it has yet to issue a statement.

Boots point out that although they have not banned it, Minus-cal has not been offered to them "and we have not been provided with satisfactory evidence to substantiate claims made for the product." The company adds that it is not warehousing the brand, nor distributing it to branches. Some branches had obtained it locally to meet demand created by the distributors, but "we have advised those branches to withdraw any stocks from sale."

## South African Anadin on offer

**Whitehall Laboratories (International Chemical Co until a fortnight ago) are warning pharmacists to look out for any "special" deals they may be offered on Anadin from unusual sources.**

Two North London chemists who took up an offer found themselves with a product from South Africa, labelled in both Afrikaans and English.

Whitehall Labs say the South African product has a different formulation to the UK brand (it has 400mg aspirin, 22.7mg caffeine and no quinine), does not conform to UK labelling regulations and does not hold a UK product licence.

Both the company and the Department of Health are attempting to find the source of the product. A spokesman for a North London cash and carry confirmed that a foreign parcel of Anadin was on offer, along with Lux soap, Tampax and Marigold rubber gloves. He suggested the goods were being sold from a supplier in the North East of England but declined to name the company.

# A STRANGE WOMAN APPROACHES YOU AND SAYS

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THE ANSWER

## Sales and stocks up in Nov/Dec

Unit sales of the 39 products in Nielsen's drug index showed a 13 per cent increase for November/December 1985, compared with the same two-month period in 1984. The products concerned are sold through pharmacies and drug stores.

This growth — over four times the increase shown in November/December 1984 — produced a 20 per cent rise in consumer sales. The equivalent figure for November/December 1984 was +7 per cent. Sterling sales in September/October had been 18 per cent up on the previous year's corresponding period.

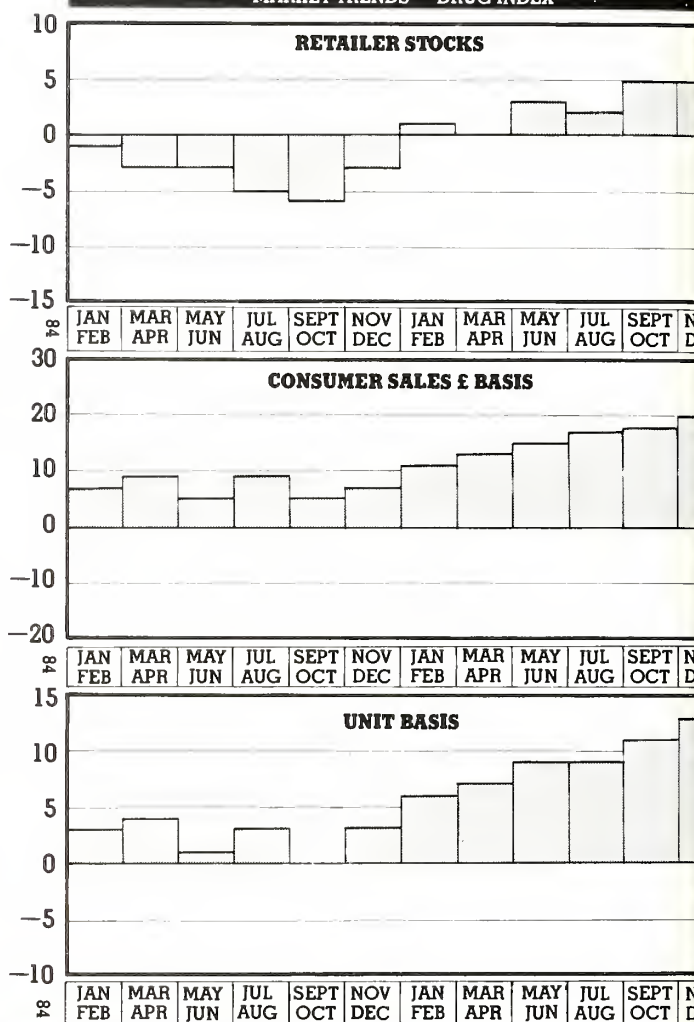
The growth in unit and sterling sales meant a 5 per cent increase in retailer stocks for this period. This compares with a drop in stocks of 3 per cent shown in the year-on-year figures for November/December of 1984. The previous two-month period also showed a 5 per cent rise, compared with September/October 1984.

Figures showing how pharmacy sales are divided between NHS prescriptions and over-the-counter trade have not yet been produced to the end of 1985; but in July/August last year the balance was in favour of NHS scripts by 65:35. The full year trend for 1984 showed a 67.2 per cent weighting for NHS scripts. For May/June 1985, the NHS share of the trade had been 68 per cent.

In July/August 1985, NHS sales stood at £234.2m, with OTC sales at £128.5m. The total £362.7m figure represents a +5 per cent change on the equivalent period a year before. For May/June, sales were £231.5m for NHS scripts and £109.1m for OTC sales; a total of £340.6m and a +7 per cent change on 1984.

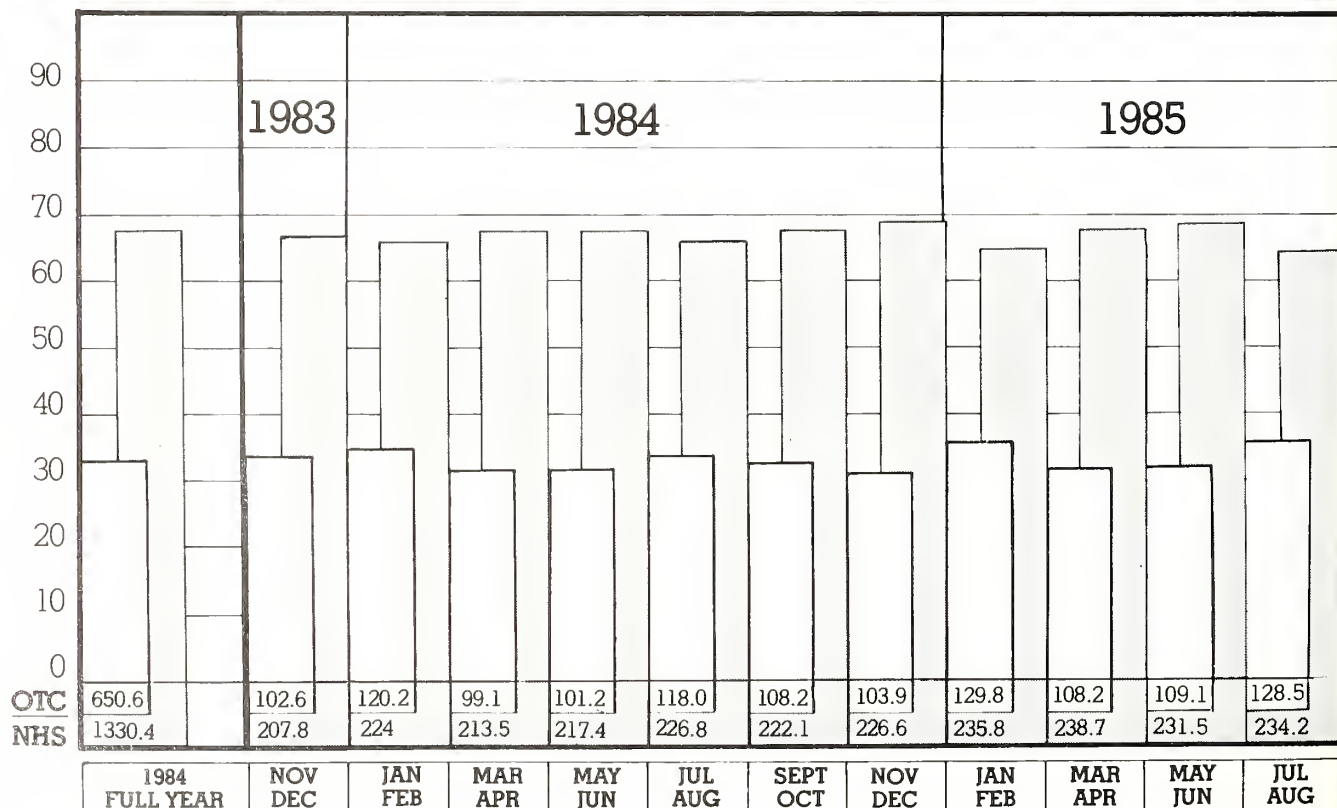
### PHARMACIES & DRUG STORES

MARKET TRENDS — DRUG INDEX



### OTC v NHS £% SHARE OF PHARMACY TURNOVER

DRUG INDEX



## Farleys' comeback: more of the same, say Boots

Farleys baby milks will soon be back on the shelves, say new owners Boots.

"We started up production at the Kendal plant last Saturday morning," said a Boots spokesman. They are planning to stick with the existing brand names — Ostermilk, Osterfeed and Complian — which will reappear in their familiar packaging. "Research has shown us that there is still considerable consumer loyalty to the Farleys name," Boots say, "and this, combined with promotions, new product introductions and Boots quality assurances should help us restore confidence in the brands."

Although there is no firm date for the comeback, pharmacists will find out from Crookes representatives when it is to be. Crookes will be handling the distribution — it fits in perfectly with their existing operations," say Boots.

Boots paid £18m for both the Kendal-based Osterfeed, Ostermilk and Complian

plant and the cereal and rusk business in Plymouth. When negotiations for the company began with Glaxo last December, Boots were believed to be offering £40m. "We think we've paid a fair price in view of what happened."

Before the link with the *salmonella* outbreak which led to liquidation, Farley held 24 per cent of the babyfoods market, earning Glaxo £40m in turnover from sales in their last full year. Glaxo's trading losses in respect of Farleys will stand at £10m in next month's half-yearly accounts — originally they thought they were looking at losses of £25m from the liquidation. (C&D February 1, p214).

The source of the *salmonella* outbreak was never traced. On February 24, after extensive tests and cleaning procedures, the DHSS gave the go-ahead for production to re-start.

Existing stocks will now be shipped abroad, reprocessed and sold as animal feed, say liquidators Cork Gully.

Total floorspace reached a peak in 1976, with 7,777,000 sq ft gross. Since then the trend has been downward, and last year saw a total of 2,305,000 sq ft.

## Retail centres still shrinking

Shopping centres are getting smaller, with last year's developments amounting to the lowest square footage since 1967.

In their 1985 update to the British shopping developments report, Hillier Parker say the share of total development taken by big developers went on falling during the year.

The report — which looks at retail developments of at least 50,000 sq ft — shows many smaller property companies moving in, more than doubling their share from 18 per cent in 1983 to 40 per cent last year.

The year's average scheme was 15,000 sq ft — the lowest since 1965. Over half the sites opened in 1985 were between 50,000 and 99,000 sq ft.

## Primrose grows

The Evening Primrose Oil Company has expanded into new office and warehouse premises in Loughborough.

R&D facilities will be enlarged and distribution improved as a result of the move, says the company, which has doubled in size over the past year.

"There is an increasing interest in the food, pharmaceutical and cosmetics industries in using primrose oil as a raw material. But this will only continue if we can ensure a reliable supply and consistent quality," said general manager Michael Pugh. The company is situated at Jubilee Drive, Loughborough.

## Polaroid launch as sales rise

Polaroid are following up their announcement of healthy worldwide sales with the launch of a new instant photography system.

The company says its 7000 system, to be introduced in the US in April, will be available in this country by September. The announcement comes shortly after Polaroid won a patent infringement case in the US courts, which resulted in Kodak pulling out of the instant photography market. The 7000 system includes a new camera, film, a line of accessories and a copy print service using laser technology.

Polaroid's worldwide sales for 1985 are put at \$1.30bn, rising from \$1.27bn in 1984. Net earnings were \$36.9m (\$25.7m). Eastman Kodak recently announced a disappointing set of full-year results (see C&D March 1, p402), and are cutting costs throughout the group. The British arm, Kodak Ltd, were preparing their own results as C&D went to press.

## Ciba sales up

Ciba-Geigy's worldwide operating profits have gone up from 1187m Swiss francs in 1984 to 1472m francs in 1985 — a 24 per cent rise.

Sales of 18.2m Swiss francs exceeded the preceding year by 4 per cent, despite the divestment of Airwick at the end of 1984, says the company. Apart from Airwick sales, growth amounted to 9 per cent.

The Group says its performance was assisted by the healthy state of the world economy, a low average level of inflation and the strength of the US dollar during the first half of the year.

Jadelle's offer for Macarthy's Pharmaceuticals has now lapsed. The offer — at an average 275p a share — was accepted for 9.07 per cent of the shares, according to a *Times* report. The market price had gone up to 386p a share when C&D was going to press.

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## 'Stop piling on the dirty work', NFSE tell Tories

**The Government has shifted the burden in the small firms sector — not lifted it, says the National Federation of Self Employed and Small Businesses.**

In its paper 'The 39 Steps', the Federation presents a critique of Government policy covering areas like tax, benefits and rates. "We feel that the Government ought to be reminded, politely, that small business people are human beings, and not merely efficient tax collecting agencies," said NFSE vice-chairman David Dexter.

The Federation claims that the 108 measures taken between 1979 and 1983 to help small firms have in fact been of little use. "The bulk of them have gone well above the heads of the average small businessman in the UK."

Among the 39 steps listed are: "Failure to recognise the true size and scale of small businesses; failure to recognise that VAT is a simple stage tax and simplifying it accordingly;" automatic penalties for VAT collection; extending the statutory sick pay laws from eight to 28 weeks; increasing the

administration burden for data keepers; failure to lift the business rates burden, and rising costs — put at about 500 per cent each — of electricity and telephone charges in the last six years.

"The Government must turn off the burdens conveyor belt if they expect further growth in our sector," said Mr Dexter. The NFSE is also opposing Government suggestions that the Family Income Supplements should be replaced by "family credits." This would involve the employer paying out the allowance to lower-paid employees and then claiming it back from the DHSS — who do all the work at the moment.

"The Government is asking the small employer to do its dirty work and carry the financial can for it," said a spokesman. And as well as adding to the administrative burden already facing small businesses, the Federation feels the changes could damage working relationships. "Many small businessmen have close relationships with their staff but the Government expects them to become impersonal bureaucrats enquiring into deeply personal matters," they say.

## Leo's roaring results

**A.B. Leo — Swedish subsidiary of the Volvo-owned Sonesson group — have released preliminary results which show they are keeping their word about this year's performance.**

Profits for 1985 are up 42 per cent to SEK 192 million, thanks mainly to continued international expansion of Estracyt and Nicorette, says the company. Sales are up 17 per cent on the previous year and the foreign share of turnover on pharmaceuticals has increased 4 per cent to 56 per cent.

The rises were promised to shareholders last year before the company went on to the Swedish "Väntelista": the waiting list for a stock exchange flotation. Profits of SEK 220-240m were predicted for 1986 and SEK 49m from the sale of Janssen Leo Pharma AB has still to be added on.

The recent ructions in the Swedish pharmaceutical industry do not seem to have affected A B Leo. Fermenta were to have taken a stake in Sonesson and Pharmacia (*Chemist & Druggist* January

18, p109) but the deal with Volvo fell through.

Volvo want to broaden Sonesson's ownership structure and restore it to limited company status. And AB Leo are going ahead with their plans for a full Stockholm Stock Exchange listing.

## Shop Bill's passage falters

**The delay of the Shops Bill's second Commons reading until after Easter shows that the Government's confidence is failing, say opponents of the Bill.**

"We see it as a sign that the Government does not want an early defeat on this issue — the strength of the back bench opposition has worried them," said an USDAW spokesman.

The Government says the delay has been caused by pressure of other business. But the Home Office is taking the time to discuss a possible alternative, allowing shops to open for only four hours on a Sunday, according to a *Times* report last week.

## Kodak's Instant exchange

**Kodak have announced the details of their exchange scheme for Instant cameras and are now distributing them to photographic retailers throughout the UK.**

The options available to owners of Instant cameras, include vouchers, exchangeable for a Kodak disc camera outfit, vouchers to buy photographic goods, or a cheque.

Kodak are sending photo dealers exchange offer packages to pass on to their customers. Each package includes a claim form for the customer to complete and send with the camera (post free) to Kodak. In return, and depending on their choice, customers will receive a voucher or a cheque, to be accepted in payment for photographic goods and redeemed from Kodak.

The exchange options are: **Group 1:** any of the following cameras: EK1, EK2 or EK4 instant cameras; EK100 or EK160 instant cameras; Kodamatic 930 camera or Partytime II camera, can be exchanged for: a voucher for a Disc 3600, 3500 or 3100 camera outfit; £5 vouchers for Kodak products to the retail value of £20; or a cheque for £15.

**Group 2:** any of the following cameras: instant cameras EK6, EK8, EK200, EK300, EK160-EF; Kodamatic 920 or 950 Instant camera, can be exchanged for: a voucher for Tele-Disc camera outfit, or a Disc 4000 camera outfit; or £5 vouchers worth £25, or a cheque for £20.

The Kodamatic 940 Instant camera can be exchanged either for £5 vouchers to the retail value of £50 or a cheque for £40. The Kodamatic 980L can be exchanged for £5 vouchers to the retail value of £70, or a cheque for £60.

Inquiries to Kodak Ltd, P.O. Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU.

**HM Customs and Excise** have published an information sheet about the VAT repayment supplement system, due to be introduced on October 1. Under this system, if a person registered for VAT makes an acceptable claim for repayment of tax which is unreasonably delayed, HM Customs and Excise will be required to pay a supplement. Copies of the sheet are available from local VAT offices.

**Konica UK Ltd** will move over the Easter weekend, and expect to be fully operational by the bank holiday Monday at Plane Tree Crescent, Feltham, Middlesex TW13 7HD (tel. 01-751 6121.)

## BSHP arrange their dates

The British Society for the History of Pharmacy is holding its annual conference at the Maids Head Hotel, Norwich on April 11 to 13.

The conference has two morning sessions, with lectures on "Carl Schmidt'sification of von Kolliker and Löwig over the chemical composition of Tunicata mell", "Norwich Life in the eighteenth century" and "Eighteen on loan" followed by the annual general meeting of the society on Saturday, and "The Norwich makers — some links with pharmacy and medicine", "The Iceni pharmacy" and "A story of mustards in pharmacy and medicine" on Sunday.

Full residential fees are £88 per person (single room) or £82 (double). This includes dinner on Friday and Saturday and lunches on Saturday and Sunday. Half day attendance, including coffee and lunch is £14. Full details from the secretary, BSHP, 36 York Place, Edinburgh EH1 3HU.

### Sunday, March 16

**The Young Pharmacists' Group.** Aston University, Aston Street, Birmingham at 1.30pm inauguration meeting

### Monday, March 17

**East Kent Branch. Pharmaceutical Society.** Kent & Canterbury hospital, Canterbury at 8pm. Series of four continuing educational lectures on the GI system and stoma care.

**Leicestershire Branch. Pharmaceutical Society.** Leicester Royal Infirmary, Leicester at 8pm. Peter Golightly, principal pharmacist, Trent Regional Drug Information Service, will talk on "Drugs in breast milk."

**Mid Glamorgan East Branch. Pharmaceutical Society.** The Globe Hotel, Pontypridd at 8pm. Pharmaceutical antiques, involving a quiz with a prize for the winner, by Terry Turner

### Tuesday, March 18

**The College of Pharmacy Practice.** Committee room, PGMC, Level 3, John Radcliffe hospital, Oxford at 6.30 for 7.00pm. Topics include The Pharmaceutical Society, Peptic Ulcer, Technical Topic.

**Harrow & Hillingdon Branch. Pharmaceutical Society.** Clinical lecture theatre, Northwick Park Hospital at 7.30 for 8pm. Norman Harris will present a case study

### Wednesday, March 19

**Crawley, Harsham & Reigate Branch. Pharmaceutical Society.** Upjohn Ltd, Fleming Way, Crawley at 7.30 for 8pm. Dr J. Gayford, consultant psychiatrist to regional alcoholic unit, will speak on "Contemporary aspects of alcohol misuse"

**Hull Pharmacists' Association.** Postgraduate centre, Hull Royal Infirmary, Anlaby Road, Hull at 8pm. Annual General Meeting.

**Scottish Department. Pharmaceutical Society.** 36 York Place, Edinburgh at 7.45pm. Mr D M Bryce will speak on "Sun protection factors."

### Thursday, March 20

**Bath Branch. Pharmaceutical Society.** Visit to Vestric, Bristol, 7.30pm. Coach leaves Bath University 6.45pm, Laura Place 6.50pm. Sherry reception at 7.30pm, followed by tour of the warehouse, then buffet.

**Bedfordshire Branch. Pharmaceutical Society.** Bird in Hand, Henlow Camp Crossroads at 8pm. Jean Blake, principal pharmacist, drug information, North West Thames Regional Health Authority, will speak on "Drug information services."

**Halifax Branch. Pharmaceutical Society.** the Postgraduate Centre, Halifax General Hospital, at 8pm. Dr P J. Houghton of Chelsea College, University of London, will speak on "Getting high on plants"

**Slough & District Branch. Pharmaceutical Society.** Wexham Park hospital at 7.30pm. "Who's who and what's what in pharmacy"

### Thursday, March 20

**Mid-Glamorgan Branch. National Pharmaceutical Association.** Duffryn Firwd hotel, the Old Caerphilly Road, Nantgarw, Mid Glamorgan, at 8pm. Annual Meeting

**Cardiganshire & Carmarthenshire Branch. National Pharmaceutical Association.** Ivy Bush Royal Hotel, Spilman Street, Carmarthen at 8pm. Mr T P Astill, Director, NPA, on "Pharmacy — the view from Mallinson House."

### Advance information

**UKCPA weekend course in practical pharmacokinetics.** Edinburgh, April 26-27. The series is aimed at hospital pharmacists who wish to apply pharmacokinetic techniques to their ward pharmacy practice. The workshop will review basic principles and practical applications. Fees are £90 (members), £110 (non-members). Information from Steve Hudson, Department of Pharmacy, Heriot-Watt University, 79 Grassmarket, Edinburgh (tel 031-225 8432 ext 165).

**UKCPA Therapeutics at home workshop.** Rookwood hospital, Cardiff, May 1. The first repeat is "Helping the patient with... respiratory disease." Registration fee £17 (members), £30 (non members). Information from Mike Spencer, Welsh Drug Information Centre, University Hospital of Wales, Heath Park, Cardiff (tel 0222 759541)

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## Pharmacy test

**Customers of Winson's Chemists' Nottingham, can take advantage of an additional health care service at their local pharmacy from March 17.**

Proprietor Mr Andrew Winson MPS is offering a blood cholesterol testing service and believes he is one of the first pharmacists to become so involved in this area of diagnostic testing. Mr Winson, an MSc in pharmaceutical analysis, will carry out a complete analysis of total blood cholesterol, high density lipid cholesterol, blood pressure, blood sugar and blood triglycerides for £16, or blood cholesterol and blood pressure only at £10.

Customers who want to participate must fast overnight and give a blood sample the following morning which will be taken by Mr Winson's wife, Bernadette. Mrs Winson is a nurse and as a member of the Royal College of Nursing is covered to take samples. A store room has been converted into a laboratory with a centrifuge and spectrophotometer and results will be available within two to three days. The scheme has the full backing of local GPs and the results of the analysis will be referred to them for further comment. Mr Winson says that a bonus of his service is that it gives a value for HDL cholesterol as well as total blood cholesterol which many diagnostic services do not. He welcomes recent calls for pharmacists to become involved in diagnostic testing which he believes is an important aspect of professional activity.

## Dump it again

**Cleveland pharmacists are after the unused medicines local people have lying around at home.**

The local borough councils, health authorities and pharmacists have joined forces to mount the area's second DUMP campaign. "We want people to return unwanted medicines and pills to any chemist's," said pharmacist Eddie Ruff a member of the Teeside Branch of the Pharmaceutical Society and chairman of the Middlesborough Home Safety Committee. Local pharmaceutical wholesalers are collecting the old medicines from the chemists.

Recently over 1,600 individual pills were found in a pensioner's home. "The last DUMP campaign brought in quarter of a tone of medicine, so we should get about the same this time," said Mr Ruff.



Roy Jenkins, MP for Hillhead, met officials of the Pharmaceutical General Council at his constituency to discuss the PGC's policy on the contract. Pictured (left to right) are Dr C. Virden, PGC secretary (Scotland), Roy Jenkins, PGC vice-chairman Ian Mullen and parliamentary adviser Professor Alan Thompson. Mr Mullen, claims the breakaway British Pharmacists' Association is now a spent force in Scotland because it had failed to put up any candidates for the Area Pharmaceutical Committees in Scotland

## Additives advice from the NPA

**Prompt action by the National Pharmaceutical Association led to TV-AM recommending pharmacists as a source of advice for mothers with hyperactive children.**

Additives in food and medicine had been discussed through the week on the early morning programme. NPA director Tim Astill saw Thursday's programme when away on business and phoned PR officer Tanya Turton back at NPA to ask her to pass on the Association's list of colourants in oral liquid medicines. Mrs Turton had the list "biked" from St Albans to the TV-AM London studio in time for the Friday deadline (Thursday 4.30pm). So far the NPA has sent out over 200 additives lists since its launch last month. Interest was also gleaned by the appearance on BBC Breakfast Television of Scottish pharmacist Anne Mackie who is campaigning for manufacturers to make public the additives in their medicines. The list is available to pharmacists on request from Mallinson House.

**Chelsea Department of Pharmacy, King's College, London:** Dr J.G. Vinter has been appointed a visiting professor. He is currently head of computational chemistry and molecular graphics at Smith Kline and French. He is also chairman of the Molecular Graphics Faculty.

**Herbert Ferrymen Ltd** Malcolm Guthrie is the new general manager and Tim Dunn is the new assistant general manager.

## New names on PSNC

**The names of those elected to the Pharmaceutical Services Negotiating Committee after the recent election are given below. Members, whose term of office is four years, will take their seats at the PSNC meeting to be held on May 14.**

*Region 1 North Eastern: A.M. Tweedie  
Region 2 Yorkshire: L. Calvert  
Region 3 Trent: R.M. Onley  
Region 4 East Anglia: D.L. Coleman  
Region 5 NW Thames: J. Kirby  
Region 6 NE Thames: A. Spivack  
Region 7 SE Thames: P.C. Holman  
Region 8 SW Thames: D.W. Higgins  
Region 9 Wessex: D.S. Plumb  
Region 10 Oxford: P.B. Dean  
Region 11 South Western: A.O. Bond  
Region 12 West Midlands: G.F. Paisley  
Region 13 Mersey: D.M. Billington  
Region 14 North Western: M. Gellman  
Region 15 Wales: I. Phillips*



Alan Sanders, UK marketing vice-president of Smith Kline and French presented the annual Medical Radio Awards which his company sponsors along with the Medical Journalists Association. Presenter Geoff Watts (right) and producer Alison Richards won the award for Radio 4's 'Aids I and II' which the judges said was "detailed yet clear, uncompromising yet not scare-mongering".

## Have a ball

**Numark are offering pharmacists the chance to fly to Spain to play golf.**

The twenty finalists in this year's Numark national golf tournament for the Rennie Trophy will play off at the La Manga course in Alicante.

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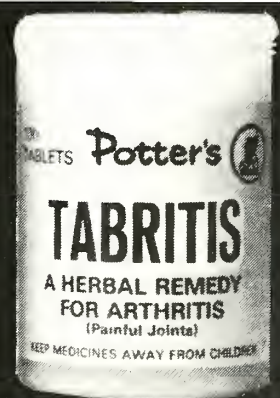
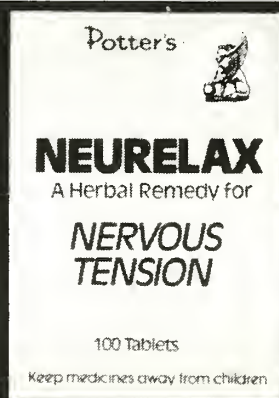
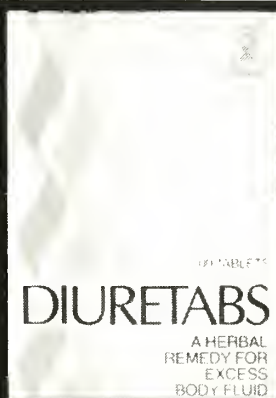
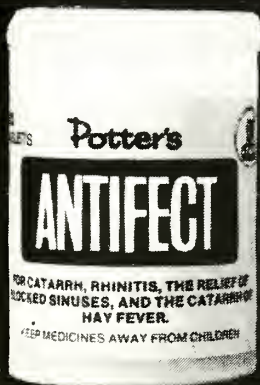
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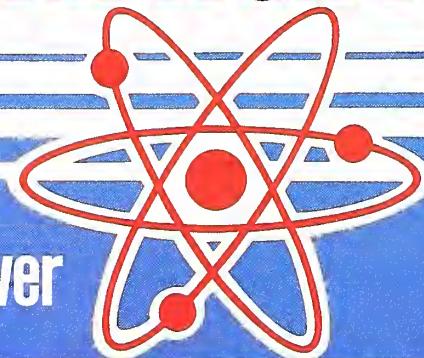


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